

# PRINTERS' INK

*Registered U. S. Patent Office*  
*A JOURNAL FOR ADVERTISERS*  
 185 Madison Avenue, New York City

VOL. CLXI, No. 9

NEW YORK, DECEMBER 1, 1932

10c A COPY

## Blessed EVENT

3  
17  
20  
24  
32  
37  
ny...  
44  
48  
53  
55  
61  
63  
68  
71  
74  
82  
84  
ies—  
st in  
  
88

THERE is a new baby at the home of Ayer & Son—a newcomer to the great family of national advertisers.

Mrs. Day's Ideal Baby Shoe Company of Danvers, Mass., made its advertising bow August of this year.

This business began in 1902 with the making of infants' booties. Today the line includes the first little booties, the baby's first real shoes with soft leather soles, and sturdy, solid leather shoes in all fittings through size 8. From a few neighborhood customers, Mrs. Day's Ideal Baby Shoes have come to own a large and enthusiastic clientele of mothers, fathers, youngsters, baby specialists and family doctors, up and down and across the continent.

With national distribution established, national advertising has been added to an aggressive, progressive sales policy.

Designed in collaboration with orthopedic specialists, these delightful little shoes give tiny, unformed baby feet the opportunity to shape correctly for their life walk of 65,000 miles. They give little children the assurance of firm, strong feet, correct carriage and healthy bodies—and, in later life, freedom from foot troubles and attendant ills.

Advertising Headquarters count it an honor to start this newcomer walking the road of advertising, correctly. But even more, we esteem it a privilege to serve in the work of bringing immediate foot happiness to hundreds of thousands of creepers and toddlers—and future foot, body and mental happiness to generations of adult citizens.

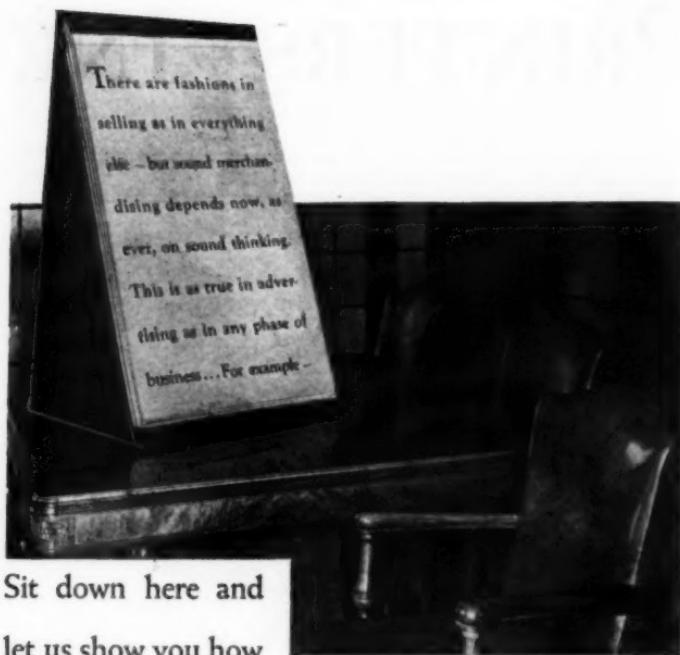


N. W. AYER & SON, INC.  
*Advertising Headquarters*

WASHINGTON SQUARE, PHILADELPHIA

New York      Boston      Chicago      San Francisco      Detroit      London

Dec. 1, 1932



Sit down here and  
let us show you how

FEDERAL functions as a Sales Promotion Agency —working with the dealer in his stores as conscientiously as in the magazines and newspapers. Every Interrupting Idea plan, you know, must be "demonstrable at the point of sale." Write us now for a personal showing of the chart-presentation above illustrated. It will give you a new conception of Advertising Agency Service.

FEDERAL ADVERTISING AGENCY, Inc.  
*Four hundred and forty-four Madison Ave., New York City*

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXI

NEW YORK, DECEMBER 1, 1932

No. 9

## Entire Line Is Repriced; More Advertising; Sales Jump

A Timely Merchandising Lesson in New "Pyrex" Distribution Policy Which Was Started After Three-Year Investigation

An Interview by Roy Dickinson with

**J. L. Peden** and **C. D. La Follette**

Director of Sales, Corning Glass Works

Sales Manager, Pyrex Housewares Division

WHENEVER a manufacturer asks himself pertinently and frankly where his market has been in the past and what his real potential market is, it usually leads him to a searching investigation and sometimes a total change in outlook.

The interesting thing about the "Pyrex" experience along this line and the results which came from such a self-questioning was that the investigation started in a small way in 1929.

It became broader in scope as the investigators spread over the country and began to turn up unusual material, and the results of it led the company to start a revolutionary change in pricing and distribution methods at a time when many people were wringing their hands in helpless fear. The results of that change have been so eminently satisfactory that the transition offers an interesting object lesson to many a manufacturer who is considering the possibilities of a broader market.

Ever since its introduction to the retail trade in 1915, "Pyrex" ovenware, one of the products of the eleven main divisions of the Corning Glass Works, has been sold to people distinctly in the upper income brackets.

Aggressively advertised to this class, "Pyrex" attained a large sale. These sales began to level out between 1927 and 1929, and the

company decided to investigate potential markets, lower in the income scale.

The investigation, of course, started off as a search for different types of sales resistance but soon got into the lower price market. The first thing done was to hire investigators who were sent out to make stenographic verbatim reports on contacts between store salespeople and Mrs. Consumer. Unknown to any salesperson of the store, although with the permission of the store owner, the investigators lingered near the tables on which "Pyrex" was displayed and reported the conversations which made sales and which lost them.

One of the first impressions gained from the reports of the investigators was a deep conviction that missionary men were necessary to give the store staff some of the talking points for the product.

Picking up information about price, reasons for sales and the loss of them, was only part of the survey. Another one was made of all outlets by classes, such as retail hardware, housefurnishings, stores, jobbers, department stores. They were classified so that the company would have a complete picture of the outlet. Also, investigators made a study of the potentials in every city based upon the number of families, their incomes, automobiles, and other items. Not one index but ten dif-

ferent ones were used; the number of families that had telephones was used as one. Other general ones in lower brackets also were used.

An entirely different "detective" job, but done at the same time, was that of tracking down the stores that had been buying company from the first day it was in business. The makers desired to find out how the hardware retailers were getting along under the sole care of the jobber without any contact with the factory. In the past many a store which had at first dealt direct with the plant had been turned over by the company to jobbers at different times.

The country was divided into small districts and each one of these stores was hunted out in each one of several specimen territories. Much valuable information was found out by this particular investigation and out of it came, among other things, a strengthening of the company's conviction that missionary men should supplement the work of the jobbers.

As the investigation progressed, the matter of freight rates was raised by various jobbers. The company decided to face the facts as it found them for it had decided at the start to go into every phase of the investigation thoroughly wherever facts took it.

Therefore, every distribution point and what happened to the freight at that point was studied. The wide variations in freight rates were studied for various portions of the country and it was discovered they had a substantial effect on the sales effort of the jobbers. Gross margins were seriously reduced. The net result of this investigation, as will appear

later, is that the company made provisions to insure adequate and equal gross margins for all wholesale customers.

The man who talks to the "Pyrex" people, as I did to get this story, is much impressed by their cold-blooded courage in following



## PRICES REDUCED at much as 1/2 ON PYREX OVENWARE

*Look at these prices—the twenty-eight pieces of Pyrex dinnerware have been reduced 1/2 to 1/4.*

### NEW PRICES ON PYREX WARE

	25c	50c	75c	100c	125c	150c	175c	200c	225c	250c	275c	300c
Py. Plate . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Dish . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Dish . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pan . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Baking Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Casserole Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Pie Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Roasting Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	\$9.25
Py. Griddle Pans . . . . .	\$1.00	\$1.75	\$2.50	\$3.25	\$4.00	\$4.75	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50	

When the company decreed that its prices should come down to reach the lower level market, it then decided to find out just what sort of prices would appeal, and some curious and interesting facts about human nature were found in this investigation such as the fact that a price of 55 cents is one which women do not like to pay as well as 50 cents or 65 cents.

Just as soon as it was decided that prices would be lowered, the sales department and the production department went into a huddle and decided to consider various discounts, repricing of every single item and what volume could be expected by various cuts in the retail price. This angle it will be remembered came from out in the field and was based upon thousands of conversations overheard from women at the tables where the ware was displayed and also by the close investigation of potential markets based on incomes and the other indices described previously.

The organization started to figure on cuts of 10, 20, 30, 40 and 50 per cent on various items and in some cases ridiculous ones such as 60 and 70 per cent, and worked with the production department to discover what the lowest possible cost could be, based upon savings from increased volume.

Lines were drawn on production charts and plotted in connection with the outside investigation of potential demand. The two departments were closely co-ordinated for intensive study. The manufacturing department took the investigators' estimates and worked out a parallel case in manufacturing costs based on new automatic machinery and increased volume. Somewhere where those lines crossed, a point was reached at which potential volume and savings in production enabled the company to break even. That gave it a point from which to start on each particular item in the line.

Then the company went, cold-bloodedly, about the never easy job of repricing the whole line, item by item, based upon the item's potential sales the estimate of which

was arrived at from the outside investigators' reports. No price policy was considered fixed and sacred merely because it was a habit. Every item had to be proved on its own merits as a potential seller. There was no hesitation when the time came to tell wholesalers and retailers of the radical change.

On October 8, 32,000 messages were delivered simultaneously by Western Union messengers to jobbers and retailers. With the wires went a complete package containing not only the new price list but details and complete promotion material designed for the recipient.

The frankness to which I have referred was in the letter and the plan both. The following extracts from the message to wholesalers are typical:

1. We are reducing suggested retail prices on October 10 as much as 50 per cent on some items. The ware is exactly of the same high quality as before. It will not be cheapened in any way. The two-year guarantee remains in force.
  2. Beginning October 10, we allow freight via cheapest route, rail and/or water, on orders of a net value of \$25 upward. This, plus discount standardization based on the actual operation expenses for your trade, assures you a fixed gross profit. Shipments will be F.O.B. Corning.
  3. We are employing missionary salesmen to work with all classes of retail trade reserved for you.
  4. We are increasing national advertising.
  5. We are delivering 30,000 messages and broadsides on October 10 to your customers and prospects. These inform them of the new prices and offer complete dealer-helps at once. A window streamer is enclosed for their immediate use.
  6. We are placing in your hands today enough catalog pages with new prices for your entire sales force, as well as complete samples of mats, window signs, etc., available.

Wholesalers were told they would increase their sales if they would:

1. Make immediate effort to get your share of the increased volume which is bound to come from these low prices and increased advertising and promotion expenditures. Act before your competitor does!

2. Fill up your stocks at once so that no dealer or consumer may be disappointed during the holiday season. We have built up special stocks so that prompt shipments can be made.

(Continued on page 77)

## Million Dollar Pineapple Drive

**A**N appropriation of approximately \$1,000,000 has been budgeted by the Pineapple Producers Co-operative Association, Inc., for financing advertising and sales promotion during 1933. Space will be used in two weeklies, five monthly magazines and in the newspapers of seventy-five metropolitan centers.

The consumer copy will feature scientific findings resulting from biochemical research.

Business papers reaching grocers, soda fountains, hotels, bakeries and hospitals will contain copy following the appeal appropriate to each type of publication.

The current year's pack of approximately 5,000,000 cases is the

smallest in several years, but with the carry-over from last year there will be about 10,000,000 cases to sell which is about equal to a normal year's consumption. The campaign is not designed to promote any single brand or any particular variety of pineapple.

The seven member companies of the co-operative, which was recently organized, [PRINTERS' INK, Sept. 15, page 84] will follow up trade inquiries referred to them as a result of the educational program undertaken by their association. R. M. Barthold, chairman of the board of the California Packing Corporation, is a member of the marketing committee which has its headquarters in San Francisco.

## Kelvinator's Largest Campaign

**T**HE largest advertising appropriation in its history has been set up by the Kelvinator Corporation, Detroit. This decision to advertise on this scale is not, to use the words of George W. Mason, president of Kelvinator, "a shot in the dark."

The campaign plans, he says, are based on first-hand information, growing out of field surveys and contacts made by the factory's major executives with distributors

in every part of the country. These investigations demonstrate that the average citizen is about ready to "loosen up" a bit and buy things he really needs.

Increased schedules will be placed with magazines, and the business-paper effort will be materially strengthened. In every city and town in which Kelvinator has representation a larger amount of co-operative newspaper advertising will be used.

### Earl Lines Joins Citrus Exchange

Earl Lines, formerly advertising director of the Kelvinator Corporation, Detroit, has been appointed advertising manager of the Florida Citrus Exchange, Tampa.

### Camel Account to Esty

The R. J. Reynolds Tobacco Company, Winston-Salem, N. C., it is reported, has appointed William Esty & Company, New York advertising agency, to direct the advertising of Camel Cigarettes and Prince Albert Smoking Tobacco.

### Advanced by Mosse

Irwin A. Vladimir, a member of the New York staff of Rudolf Mosse, Inc., since 1928, has been appointed a vice-president.

### E. G. Foreman, Jr., with World Broadcasting

Eduard G. Foreman, Jr., formerly vice-president of Blackett-Sample-Hummert, Inc., is now in charge of operations in the Chicago production studio of the World Broadcasting System, Inc.

### Gorham Silver to Armstrong

The Gorham Company, Providence, R. I., silverware, has appointed the F. Wallis Armstrong Company, Philadelphia, to direct the advertising of its sterling, plated ware, ecclesiastical, bronze and hotel divisions.

### Joins Sweeney & James

C. F. Curtz has joined the staff of the Sweeney & James Company, Cleveland advertising agency.

ive

but with  
year there  
cases to  
ual to a  
on. The  
d to pro-  
or any  
apple.  
panies of  
was re-  
ERS' INK,  
follow up  
to them as  
l program  
association.  
an of the  
Packing  
er of which  
has its  
ncisco.

gn

ry. These  
e that the  
ready to  
things he

be placed  
business-  
materially  
city and  
ator has  
ount of  
vertising

, with  
ing  
merly vice-  
Hummer,  
operations in  
lio of the  
Inc.

strong  
Providence,  
ated the F.  
Philadelphia  
of its  
eclesiastical,

James  
the staff of  
any, Cleve-

# Christmas Funds Equal 1929 Total



**C**HIRSTMAS Club savings paid out by Milwaukee banks on December 1, gave 43,792 families a total of \$2,203,500 with which to play the role of Santa Claus. This tidy sum—only a few thousand less than the club savings of 1929—indicates a plentiful cash reserve and forecasts liberal Christmas spending in Milwaukee.

Buying power in Milwaukee has also been reinforced by an increase of more than 10 per cent in factory payrolls in the past four months.

Outstanding stability makes Milwaukee a logical market for the efficient and economical selling required to make profits today—especially so since it is covered adequately at one low advertising cost in The Journal.

**THE MILWAUKEE JOURNAL**

**F I R S T   B Y   M E R I T**

"JOHN PICTON ROGERS, your



# CALL A SPADE

EVER SINCE THE WAR, the well-known "younger" generation has been busy discarding up-to-mid-Victorian inhibitions. So, too, has advertising.

MCCANN

New York • Chicago • Cleveland • Denver • San Francisco • Seattle • Los Angeles •



# ADA SPADE

Well-known when frankness and directness in advertising are discarded inупled with *truth* in advertising, this is, we believe, a healthy and progressive tendency.

## SCAN RICKSON . . . ADVERTISING

In each office an agency in itself equipped to give full service to clients.  
Seattle • Los Angeles • Vancouver • Toronto • Montreal • Winnipeg • London • Paris • Frankfort, o. M.

# Asks Consumers for a Vote of Confidence—and Gets It

Coupon Enables Advertiser to Answer Low-Price Cries of Dealers with Verdict of Women

**W**HAT the Wamsutta Mills wanted was a vote of confidence. Month after month, this year, their salesmen had been hearing the same old cry . . . "Wamsutta sheets cost too much." . . . "Nobody will pay such prices these days." . . . "People don't want first-quality stuff any more."

Then, after these apologies had been worked up and dramatized to the point where the salesman was supposed to break into tears, another suggestion would usually be thrown into the bull-ring: "Now if you folks would make a little different construction and give us a Wamsutta sheet that would be just about as good but that we can sell in competition with so-and-so and so-and-so. . . . Boy! we could make a clean-up for you!"

In other words if the company would only go at it the easy way, change its construction, cheapen its sheets, and sell the old name down the river, everybody would love it and boy! what a clean-up there would be for Messrs. X, Y and Z!

So what the company wanted was a vote of confidence, a verdict from the consumer. And it set out to get it by means of a magazine advertisement which was headed "Please tell us . . . and tell us perfectly frankly. Do you agree with us that we should *not* cheapen Wamsutta sheets?"

Before this advertisement appeared many a well-intentioned private adviser shook his head and wondered if it wouldn't be better to do something else, maybe. "Why not write a letter to a list of customers?" . . . "Why not go out and ring doorbells?" . . . "How about a questionnaire?"

Others said that the public is not interested in such appeals, that competitors would think the company couldn't run its own business, and that that word "cheapen" in the headline would have a negative reaction and make people believe

that the sheets had already been cheapened by sub-counting.

Anyhow, the advertisement appeared in two magazines in August, pulled a great many more replies than the four or five the company would be satisfied with and, from Wamsutta's point of view, fully justified the advertising expenditure.

Among the replies there were, of course, the usual ones from those whose patience had been tried and whose good taste had been affronted by such commercialism, from crested stationery ladies whose answers were as bewildered as their spelling and from jokers who wanted a chance to be heard quoting Marie Antoinette's dictum: "Let them eat cake!" These were 3 per cent.

Another 4 per cent asked for further reductions in Wamsutta prices but not for a reduction in quality. The remaining 93 per cent made a definite request that the quality of the sheets should *not* be cheapened.

## *Copy Tried to Be Impartial*

That was the verdict the company wanted, naturally. True, the headline showed plainly which way the company was voting, but the copy was written in an honest attempt to be as impartial as any long-established manufacturer can very well be when he risks his case before a jury that may be not merely indifferent but hostile, and realizes that he is bound to be influenced in no small degree by their verdict whether he likes it or not.

For instance, the copy said: "The trouble is that some store buyers still insist that nobody wants to pay a fair price for fine sheets, even for such lovely ones as Wamsutta." (Then some easy ways of reducing costs are mentioned.) "Such a sheet would not

# Saving Clubs In Detroit Pay \$4,900,000 for Christmas



**Advertisers  
In Detroit  
Will Enjoy  
A Good  
Christmas**

America's fourth city will find Santa Claus keeping his annual date. Surprising as it may seem 1932 Christmas funds are only \$700,000 below 1931. Detroit still has hundreds of thousands of families with good incomes and surpluses. You can reach these economically and easily by concentrating your advertising in The Detroit News — the home newspaper — that goes into 71% of the homes with incomes of \$3,000 and over and has the largest circulation in every other income group. News advertisers will enjoy a good Christmas business.

**The Detroit News**  
THE HOME NEWSPAPER

NEW YORK  
L. A. KLEIN, INC.

CHICAGO  
J. E. LUTZ

be so fine and we could not be sure that it would last so long. But *would that make any great difference to most people?*" Of course we think it *would* . . . but . . . we may have an exaggerated idea of the importance of the Wamsutta standards of fineness, smoothness and strength. Your opinion, etc."

A large proportion of those who replied not only went to the trouble of giving their reasons in the space left blank, but added considerably to them in notes and letters.

Among these reasons were echoes of all the sheet and pillow case copy that has been written for Wamsutta (and, incidentally, for almost every other advertised sheet) in the last ten years. Nobody, however, got involved in the technicalities of the "count" of the threads and nobody quoted the department store's line about the name "Wamsutta" (in this case it would be that brand) being equivalent to the word "Sterling" on silver.

But the company could also be thankful for such statements as these: "After thirty years of home-making I have found no sheets that wear like Wamsutta. Let us keep one reliable brand." . . . "No other sheet on the market compares with yours. So why cheapen it? On account of the price, in these times, I bought another cheaper make and shall never do it again, except for the maids." (Now there's a customer!)

Even discounting the obvious intention of many of these amiable ladies to flatter a manufacturer, one very encouraging note runs through the replies; a typical expression of it is: "It seems to me that there are plenty of cheap sheets on the market. As a Wam-

sutta purchaser, I rely on the name for superlative quality. Don't make it an empty designation."

In fact, this bobbed up so often among the replies that it was decided to use it as the theme of the second advertisement, which appeared two months later in both magazines with the heading "Rest Assured. We are *not*

### PLEASE TELL US

and tell us perfectly frankly

### *Do you agree with us that we should NOT cheapen WAMSUTTA Sheets?*

NATURALLY, in a year like this, we have been asked to make some radical reductions in the cost of producing Wamsutta sheets. We have done this, but we are under no *obligation* to do more.

As a matter of fact, over this year we have been still further improving the *fineness and smoothness* of Wamsutta fabrics, although sheet sheets and pillow cases are now selling at the lowest prices since the war. The trouble is that some stores buy *soil* rather than *sheet* fabric, and nobody wants to pay the full price for fine sheets, since the *soil* looks just as Wamsutta

is that we are *not* much interested in getting the real opinion of you men of *Vogue* as to whether or not we should make Wamsutta sheets a good deal cheaper.

It would be *too* easily enough. There are plenty of ways to reduce the cost of spinning, weaving, and finishing cloth. We could use less expensive cotton. Such a sheet would not be as fine and we could not say that it would last so long. *Do you think that any good difference is over \$1.00?*

Of course we think it would make a

difference but perhaps *not* as big as having made Wamsutta sheets as well as we could for so many years.

We may have to increase the size of the *advertisement* of the Wamsutta standards of *fineness, smoothness, and comfort*.

Your opinion will be regarded as entirely confidential and will not be quoted without your permission. The blank below is for your convenience in answering, if you will be so good. Please sign it and send it.

C. F. BRODTON, President  
WAMSUTTA MILLS, Founded 1866, NEW BEDFORD, MASSACHUSETTS

DON'T  
CHEAPEN  THEM  
[Please Check Your Preference]  
DO  
CHEAPEN  THEM

WE WOULD APPRECIATE HAVING YOU SIGN YOUR NAME IF YOU CARE TO

NAME	
STREET	
CITY	STATE

*This Is the Balloting Advertisement in Which  
Wamsutta Asked for a Vote of Confidence*

going to cheapen Wamsutta sheets."

The second advertisement was intended not merely as a grateful salute on both cheeks of the 93 per cent (in full view of the regiment), but also as positive assurance that the time-honored standards of the company had not been lowered and were not going to be.

"Thank you, ladies," the copy said, "and you may rest assured of this: *we are not going to cheapen them*. On the contrary, if there is anything that we can do to make Wamsutta still smoother, still finer and still more durable—we shall certainly do it."

# If You Make or Sell Good Merchandise . . .

..... Indianapolis will provide a Profitable market for you.

The Indianapolis Radius is a compact, cohesive market, 140 miles in diameter and with a population of about two million people.

Indianapolis, the cultural, social and industrial center of The Radius, has 800 industries providing a diversified income and 4,920 retail stores to serve the community. The Indianapolis Radius contains 37 towns of 1,000 population or over and as Indianapolis goes in a merchandising way, so goes this territory.

Business activity in Indianapolis for the first ten months of 1932 (as measured by bank debits) has been consistently above the U. S. average.

Advertisers in this territory know that The Indianapolis News does the advertising job thoroughly and profitably. For 38 years, The Indianapolis News has carried more advertising than any other newspaper in Indiana.

An aggressive advertising campaign in The Indianapolis News will produce *Profitable Sales for You Now*.

*The*  
**INDIANAPOLIS NEWS**

SELLS THE INDIANAPOLIS RADIUS

New York, Dan A. Carroll, 110 E. 42d St. Chicago, J. E. Lutz, 180 N. Michigan Ave.

Dec. 1, 1932



*in these days of*

# HIGH COMPRESSION

EVEN engineers used to sincerely believe that the only way to put more speed and more pulling power into an engine was to go in for still greater and greater piston displacement.

And they went on believing and preaching it till Detroit began experimenting with super-efficient, high-speed engines; and eventually reversed their thinking.

## THE CHICAGO DAILY NEWS

CONCENTRATED QUALITY QUANTITY

National Advertising Representative  
250 Park Avenue

Copyright, 1932, The Chicago Daily News, Inc.

CHICAGO  
Palmolive Building

PHILADELPHIA  
Record Bldg.

DETROIT  
New Center Bldg.

SAN FRANCISCO  
Monadnock



With the result that today the question is not how big is your engine, but how much actual pulling power does it deliver to the driving wheels.

And the same more intelligent brand of thinking is now being applied to the appraisal of newspaper circulation. Not necessarily, "How big is it?" . . . the more important consideration is, "What will it DO?"

High compression, high speed, super efficiency . . . that's the requirement! Advertisers want circulation that does not waste advertising dollars pulling non-productive dead weight . . . they want their gasoline turned into sales miles . . . swiftly, quietly, economically and without ballyhoo, vibration and clattering. And it is under these new specifications that the advertising value of Chicago Daily News circulation has shone forth in such clear and outstanding brilliancy.

96% of the four hundred thousand Chicago Daily News circulation is tightly compressed within the 40-mile Chicago trading area . . . none of its power seeps out into Scatterville. Hence its astounding pulling power.

# CHICAGO DAILY NEWS EVENING CIRCULATION

REPRESENTATIVE  
GEORGE A. McDEVITT CO.  
50 Park Avenue, New York

TROY, N.Y.  
center Bldg.  
SAN FRANCISCO  
Monadnock Bldg.

Financial Advertising Offices  
NEW YORK  
165 Broadway  
CHICAGO  
29 S. LaSalle Street



The editors  
concern themselves  
with the most  
compelling message  
that can be  
expressed in type

. . . *NEWS!*  
*That's why THE*  
**BUSINESS WEEK**  
*is so*  
*well read!*

# These Salesmen Pay Expenses Out of Special Bonuses

Plan Enables Company to Increase Selling Staff with Little Addition to General Operating Cost

By John F. Bush, Jr.

Vice-President in Charge of Sales, Puritan Soap Company

A SALESMAN on the road should share with his house the responsibility for his traveling expenses.

It has not been our object to ask our men to shoulder the entire load or to cause them to worry about the matter unduly. However, if there is to be any worrying done we think it is better for the salesman to do it than to pass the entire burden along to the home office. He can at least do something about it while the home office many times cannot.

When we introduced our line of automotive specialties three years ago, this question—with the depression in the offing—had to be worked out. We had no precedents to guide us and little in our own experience upon which to build an operating plan satisfactory to the house and altogether just to the men. We learned as we went along and out of all this have been able to evolve something which may have elements of helpfulness to other manufacturers who are trying to make a rather small sales staff cover as much ground as possible and with the least expense.

The best evidence that it works is shown in the fact that we have added four road representatives with only a very small increase over the amount we formerly paid to travel six men.

We started out by using what we called General Plan No. 1. This was later discarded as unsound and unworkable for an organization of this kind. Our present procedure is under three other general divisions which I am now going to describe briefly.

## Plan No. 1.

Not knowing any better at the start, we used the obvious and conventional method of paying our

salesmen a salary plus actual expenses. It applied to our sales supervisors or senior men and also to our missionary or "resale" men.

The weaknesses of this plan are well known to all sales managers and quickly became manifest in our case.

The old, old battle over the expense account was in force between home office and field man, with the concurrent feeling that we were either being unfair to a conscientious salesman who was reporting his expenses honestly or that we were being imposed upon by a smarter operator who was able to make his report look all right.

A sales manager in New York cannot intelligently check the expense report of a man doing missionary work in the States of South Carolina and Georgia out of Atlanta.

## Some Items Governed by "Custom"

Furthermore, items which we were inclined to question were explained to us by the salesmen and their supervisors as being in accordance with "custom." For example: It was stated that when a factory man works with a jobber's salesman he is expected to buy the latter's lunch and that some jobber's men will take advantage of this opportunity to lay in a rich repast of expensive provender.

The question of car expense frequently was an issue. Our men said they had to stand the cost of gas and oil in taking jobber's men around with them. This difficulty was overcome by having our men leave their cars at home whenever possible. Then they had to ride in the jobber man's car.

These were details. The important discovery was that it was

costing us too much for our sales representation and that expense statements were inclined to increase as a man's position began to appear more secure.

Therefore, we established Plan No. 2 (and No. 3) for our missionary or resale men and Plan No. 4 for our "supervisors" or senior men.

#### Plan No. 2.

By this plan we paid each man a fixed salary plus a commission or bonus on all sales to jobbers in his territory. The salary was set to represent the market value of the man's services, and expenses were left to the men to handle as they saw fit out of their bonus. In order to pay their expenses the salesmen had to meet their quotas or nearly so and the quotas were established with this thought in mind. In order to increase their income, therefore, it became necessary for the men to exceed their quotas. Once they had done this, their income augmented rapidly because the bonus or commission rate on most items was increased from 5 per cent to 10 per cent when the quota was exceeded.

This plan was used in connection with our resident detail or missionary men. It required some financial outlay on their part to get their territories established to the point where commissions would pay their expenses. In most cases we had to give some assistance in this regard. We did not allow drawing accounts but we loaned money in instalments of \$25 to \$50 at a time on the salesman's note. These loans or "advances" were charged against the salesman's bonus account.

#### "Advances" May Become a Millstone

This feature has the questionable advantage of having the salesman indebted to the company and thereby cementing his relationship. The weakness of the plan is that these loans or "advances," if allowed to reach large proportions, become in the nature of a bad debt to the company and a millstone around the salesman's neck. Having learned by experience, we are

now limiting the amount of such "advances" or loans to any one man to \$250.

#### Plan No. 3.

As a possible substitute for Plan No. 2 we are trying out an adaptation of it in certain territories where we are operating in close co-operation with an exclusive distributor. In these territories, instead of paying the missionary man his market salary plus a 5 per cent commission, he is installed on a minimum weekly stipend which will assure his knowing where the next meal is coming from but not much more. These salaries run about half of those in Plan No. 2 but commission is paid at the rate of 10 per cent instead of 5 per cent regardless of quota. As in Plan No. 2, however, the salesman has got to make his quota in order to secure a decent income.

#### *Commission Paid Through the Warehouse Distributor*

The unique feature of this plan is that the 10 per cent commission is paid to the salesman not by the factory but through the warehouse distributor in whose interest the salesman is working. The factory passes credit to the distributor twice a month as a "missionary allowance" and this in turn is paid to the missionary man in line with the turnover of the distributor's inventory. This avoids the weakness of the first plan in that the salesman does not go into debt to the company. We find our distributors are much more hard boiled on the subject of advancing money than the home office.

By far the most important feature of this plan is that the missionary man feels a direct responsibility to the distributor and inasmuch as he receives part of his remuneration from the distributor he becomes, in a sense, one of their employees, a specialty man within the distributor's organization, and we feel is in better position to gain the confidence and co-operation of the distributor's men.

This plan in theory has been widely acclaimed by our distribu-

Dec. 1, 1932

tors. It has not been in operation long enough to have proved itself. To date, however, no serious weaknesses have developed. The only difficulty we have encountered is that some of the distributors are a little reluctant to take the responsibility of directing the activities of our man. However, as the plan proceeds, they get over their shyness and recognize that their interests and ours are identical.

#### Plan No. 4.

Our supervisors, who are at the beck and call of the home office and whose traveling varies from

1,000 miles off week to 100 miles the next, are handled on an expense allowance basis.

Their salaries are intended to represent their market value. They are then given a flat allowance of \$6 per day for living expenses for each day they are away from home. This \$6 is to cover everything except railroad fare and an occasional extra item such as a long distance telephone call or an entertainment item which we regard as legitimate.

To date no noticeable weaknesses have developed in this method.



## And Br'er Ford, He Lay Low

**M**R. CHRYSLER and Mr. General Motors are at it again. The dealers are taking sides vociferously. The public—well, they'll decide the winner with registration figures.

Chrysler started it by announcing, loudly and dramatically, the new Plymouth Six. "Is this America's next Number One car?" he asked. "Look at all three before you buy," he repeated. That was the middle of November.

Chevrolet's new model wasn't ready. "Wait," full-page advertisements cried in reply, "keep an open mind on the question of an automobile purchase until you see Chevrolet's Great American Value for 1933." "Watch the leader," is the slogan.

Yesterday (November 30) Chrysler, speaking for Plymouth, came back with, "Let's All Go Ahead—

the Time for Waiting Is Past."

This full-page newspaper advertisement was addressed to 7,232 Plymouth dealers. The public was invited to "listen in."

If you want the wheels of industry to keep turning, the announcement declared, in effect, buy now. "We do not believe in waiting around ourselves, nor in asking anyone to wait around for us."

Dealers were told to sell every prospect a Plymouth, if possible, but for the sake of general business, let him buy some other car if he wants to. "Never try to hold up a sale. Shoot square with yourself, your customer, your competitor. Ask the public to 'Look at All Three' and . . . 'May the Best Car Win.'"

"Wait," says Chevrolet. "Don't wait," says Plymouth.

And Br'er Ford, he jes' lay low.



### Brillo to Lefton

The Brillo Manufacturing Company, Inc., Brooklyn, N. Y., has appointed the Al Paul Lefton Company, Inc., Philadelphia, to direct the advertising of its Brillo cleanser.

### Gumbinner Has Houbigant

Houbigant, Inc., New York and Paris, has appointed The Lawrence C. Gumbinner Advertising Agency, New York, to direct the advertising of Houbigant and Cheramy products.

### Nashua Acquires Dwight

The Dwight Manufacturing Company, Somersworth, N. H., sheeting manufacturer, has been purchased by a subsidiary of the Nashua Manufacturing Company, Boston, blankets.

### Hunter with Screenland Unit

Paul C. Hunter, formerly with the International Magazine Company, has joined The Screenland Unit, New York, as advertising manager.

# A Contest That Failed

More about the Advertiser Who Wishes 450,000 People Had Not Submitted Competitive Essays

S. L. WILLIAMS CO., INC.  
CHICAGO

*Editor of PRINTERS' INK:*

The last paragraph of the article "Small Prizes Cause More People to Enter a Contest," in the November 3 issue of PRINTERS' INK, reads:

"Just recently the sponsor of a national contest that drew more than 450,000 entries told us: 'We are inclined to regard contests as unwise, wasteful of money and energy and liable to develop more ill-will than good-will.'"

Have you any additional information on this particular contest? Can you give us the name of the advertiser?

IRVING G. FOX,  
*Treasurer.*

THE contest mentioned in the article referred to by Mr. Fox was conducted by a manufacturer of a low-priced article. In telling PRINTERS' INK about some of the "headaches" which resulted from this event, the advertiser requested that his identity be concealed.

Although some 450,000 essays were received the company was unable to trace any definite stimulation of sales to it. There was a pronounced interest in the product and much discussion of it during the contest. Yet, in the opinion of nearly everyone concerned, the amount of money spent in this contest would have produced just about the same results from a sales standpoint if used in general advertising, and would have left no bad after effects. \*

That the after effects were bad, in some degree at least, is shown by the frequent receipt of letters demanding that the company publish the winning answers and in some cases threatening legal action because some of the information in the losing entries is being used in the company's advertising today.

The answer to this latter charge is doubtless that every conceivable combination of words to describe the product in question was included in the avalanche of essays submitted. It is obvious that any present or future advertising phrases that the company, or its advertising agency may evolve, could be found stored away in the

thousands of stacks of mail resulting from the contest.

We know of another large national advertiser who conducted a slogan contest a number of years ago. Immediately after the close of this contest the company had a number of complaints from losers and these complaints have continued to come in up to the present time. All of the records concerning this contest are now in the hands of the legal department of the company and all correspondence concerning it is handled by lawyers.

Some contestant reads an advertisement and recognizes in it a phrase which was part of his slogan. Immediately he exclaims on the dishonesty of the company and writes in demanding justice. Of course, it isn't difficult to settle these claims from a legal standpoint. But even though the unfortunate loser is convinced that he can do nothing about it, he is likely to carry a grudge for some time. At every opportunity he will tell his friends how this great company stooped to steal an idea submitted by him some years ago.

To those advertisers contemplating a contest who are anxious to avoid this disagreeable pitfall of loser ill-will, we recommend a reading of an article in the October 20 issue of PRINTERS' INK, "How to Forestall Loser Ill-Will in Consumer Contests."

*Flare-Backs Can  
Be Avoided*

That it is possible to conduct a contest without any serious flare-backs is evidenced by the success of a number of well-conducted, carefully thought-out contests. One advertiser recently received over 30,000 entries in a recipe contest. It did not receive a single serious complaint although there were naturally a large number of duplications. These duplications made considerable correspondence necessary but a diplomatic letter-writer was able to smooth out all of the trouble.—[Ed. PRINTERS' INK.]

**On the basis of dollar for dollar  
of advertising cost\***

**Aggregate of 27 Polk  
*Buying Power* Factors  
Ranks Liberty FIRST**

**Among 16 Leading Magazines**

**S**ABLE COATS are equally warm at \$10 or \$10,000. Quality is a fixed factor.

But the "utility" of quality must be measured by cost.

\* \* \*

Most magazines have monotonously used "quality" circulation as their chief selling point.

Yet every magazine with a million or more circulation inevitably bulks its circulation among less than \$5,000 incomes.

As the table below shows, Liberty gives slightly less circulation in the over \$5,000 group than some magazines—slightly more than (see next page)

Magazine	Amount of Circ. Among Under \$5,000 Incomes	Amount of Circ. Among Over \$5,000 Incomes
Liberty .....	1,890,392	303,656
Literary Digest .....	859,080	513,471
National Geographic .....	657,827	456,002
Redbook .....	576,836	187,084
American .....	1,492,560	410,002
Collier's .....	1,659,343	507,184
Saturday Evening Post .....	1,994,707	947,820
True Story .....	1,559,552	37,695
Cosmopolitan .....	1,210,972	408,407
Pictorial Review .....	1,915,647	399,055
Better Homes & Gardens .....	1,103,542	315,257
Delineator .....	1,904,590	493,232
McCall's .....	2,103,995	405,242
Good Housekeeping .....	1,380,842	506,843
Woman's Home Companion .....	2,110,456	505,055
Ladies' Home Journal .....	2,085,047	612,646

Source: Percentages from "Qualitative Analysis of Magazine Circulations" applied to A.B.C. averages for period ending June 30, 1932.

\* All cost comparisons founded on basic black and white page rates.

others. The entire amount of circulation involved in this "quality" group for *any* of the magazines is relatively inconsequential to the buyer who must pay for *all* the circulation of a magazine.

A far greater differential, on the other hand, is represented by the *rates* of the magazines involved:

Magazine	Black & White Rate Per Page Per M
Liberty	\$1.82
Literary Digest	2.14
True Story	2.22
National Geographic	2.33
Redbook	2.36
American	2.37
Collier's	2.40
Saturday Evening Post	2.45
Cosmopolitan	2.59
Pictorial Review	2.81
Better Homes & Gardens	2.85
Delineator	2.92
McCall's	2.95
Good Housekeeping	2.97
Ladies' Home Journal	3.17
Woman's Home Companion	3.27

*Current Black & White Page Rates applied to A.B.C. average for first 6 months 1932 or Guarantee if Higher.*

This table shows differences of taking as high as 80% in cost . . . differences which apply not merely to the few hundred thousand "quality" circulation as well.

The picture of the "quality" market offered by magazine therefore, must logically undergo a change when measured by the cost involved.

Liberty, for example, finds its relatively slight differential in the amount of "quality" circulation overwhelmed by the wide differential in its advertising cost—and, according to ratings ranks highest in the "utility" of its quality.

Other good magazines, from the same standpoint, are found to rank lower in the "utility" of their quality.

## Rank of 16 Magazines for 27 Buying Powers

*Average of R. L. Polk & Co. Data for bus.,*

Rank	Native White	Family Head Under 30	Family Head 30 to 50	Families with Regular Workers Employed	Class A Buying Power	Class B Buying Power	Checking Account	Savings Account	Cash Life Insurance \$5,000 and Over	Own Home	Single Family House	Wired for Electricity	Gas for Domestic Use	Own Radio
1	Lib	TS	Lib	Lib	NG	Lib	NG	NG	NG	NG	Lib	Lib	Lib	Lib
2	RD	LD	LD	LD	LD	LD	LD	LD	LD	LD	RD	RD	RD	RD
3	NG	Lib	TS	RB	SEP	RB	Lib	Lib	Lib	Lib	LD	Ts	LD	NG
4	RB	Cos	NG	NG	BHG	Am	SEP	SEP	BHG	Am	NG	NG	NG	Am
5	Am	Col	Am	Am	Cos	Col	BHG	RB	BHG	Am	RB	RB	RB	TS
6	TS	Am	Col	TS	GH	SEP	Am	Am	RB	SEP	Am	Am	Am	Am
7	Col	GH	SEP	Col	Lib	Cos	RB	Cos	Cos	Col	Col	Col	Col	Col
8	SEP	SEP	RB	SEP	Am	NG	Cos	BHG	Am	PR	BHG	SEP	SEP	SEP
9	Cos	WHC	PR	Cos	RB	TS	GH	Col	GH	Del	PR	Cos	Cos	Cos
10	PR	BHG	Cos	BHG	Del	PR	PR	GH	Col	LHJ	TS	PR	PR	PR
11	BHG	Del	BHG	PR	PR	BHG	Col	PR	Del	RB	Del	BHG	BHG	BHG
12	GH	McC	Del	Del	LHJ	Del	Del	Del	PR	Cos	Cos	Del	Del	GH
13	Del	LD	McC	GH	Col	McC	McC	McC	McC	McC	McC	McC	McC	McC
14	McC	PR	GH	McC	McC	GH	LHJ	LHJ	LHJ	GH	GH	GH	GH	McC
15	LHJ	LHJ	LHJ	WHC	WHC	WHC	WHC	WHC	WHC	LHJ	LHJ	LHJ	LHJ	LHJ
16	WHC	NG	WHC	WHC	TS	LHJ	TS	TS	TS	WHC	WHC	WHC	WHC	WHC

ferences of *Taking your advertising approach . . . appropriation* as a starting point and not merely measuring the amount of "qual-thousand" circulation your DOLLAR

"quality magazine really under measured by

, finds it so much interest was aroused by the differential in the three major weeklies that Periodical White, Inc., is continuing the investigations on its own responsibility as a copy service to advertisers. Liberty is subscribing to this service. Ratings for average of all full page ads in the three weeklies will be published, as heretofore, in Liberty promotion advertisements.

s, from the found to "utility"

**Your appropriation will buy more circulation and GREATER READER BUYING POWER for more products in Liberty than in any other major magazine.**

### Average Page Advertisement in Liberty

Per Cent of Extra Persons Noting Over Second Weekly	Over Third Weekly
24%	62%
Projection of Extra Volume of Persons Noting	
Over Second Weekly	Over Third Weekly
207,923	177,841
Issue: Liberty, Weekly A, November 12th; Weekly B, November 5th	

## LIBERTY

*America's  
BEST READ Weekly*

### Buying Powers . . . Based on Circulation per Dollar

Data for bus, Seattle, Indianapolis and Fresno

Wired for Electricity	Gas for Domestic Use	Own Radio	Own Vacuum Cleaner	Own Electric Refrigerator	Own Electric Washing Machine	Own Oil Burner	Own Electric Range	Own Gas Range	Own Piano	All or Part of Washing to Commercial Laundry	Bought New Car New (Not "Used")	Bought New Car in Past Year	Home Built Within 5 Years	27 Factors Combined	Rank	
Lib	Lib	NG	NG	NG	Lib	NG	Lib	NG	Lib	NG	Lib	NG	Lib	Lib	1	
TS	LD	LD	LD	LD	NG	Lib	TS	LD	LD	LD	LD	Cos	LD	LD	2	
LD	NG	Lib	Lib	SEP	SEP	SEP	LD	Lib	NG	Lib	LD	RB	NG	LD	3	
NG	RB	Am	Cos	Am	RB	RB	Am	Am	SEP	SEP	Cos	BHG	Am	4	4	
RB	TS	SEP	RB	BHG	Cos	Cos	RB	SEP	COS	BHG	GH	Col	RB	5	5	
Am	Am	RB	SEP	Col	LD	LD	NG	PR	Am	Cos	Am	LD	SEP	6	6	
Col	Col	BHG	GH	PR	Col	Col	Col	BHG	Col	RB	BHG	SEP	Cos	7	7	
SEP	SEP	Cos	Col	SEP	Am	Am	SEP	Col	RB	Am	RB	Am	Col	8	8	
Cos	Cos	Col	Col	BH	GH	GH	Cos	Cos	GH	Col	Col	GH	BHG	9	9	
PR	PR	PR	Am	TS	Del	Del	PR	Del	Del	GH	PR	NG	PR	10	10	
BHG	BHG	Del	Del	RB	McC	McC	BHG	McC	PR	PR	SEP	Del	TS	11	11	
Del	GH	GH	McC	Cos	LHJ	LHJ	Del	RB	LHJ	Del	TS	McC	GH	12	12	
McC	GH	Del	McC	PR	GH	PR	BHG	McC	LHJ	TS	LHJ	Del	PR	Del	13	13
GH	McC	McC	TS	LHJ	McC	TS	PR	GH	GH	BHG	McC	LHJ	LHJ	McC	14	14
LHJ	LHJ	LHJ	WHC	WHC	WHC	WHC	WHC	WHC	McC	TS	McC	WHC	LHJ	WHC	15	15
WHC	WHC	WHC	TS	LHJ	BHG	TS	LHJ	TS	WHC	WHC	WHC	TS	WHC	WHC	16	16

**TEN** of the larger and more important Women's Wear advertisers in Detroit placed **EIGHTY-NINE PER CENT MORE ADVERTISING** in The Free Press during October, 1932 than in October, 1931. In the first evening newspaper these advertisers placed **THIRTY-FOUR PER CENT LESS** advertising than in October, 1931. Which indicates something. Not that business in Detroit is eighty-nine per cent ahead of last year . . . but that The Free Press is producing results on an ascending scale to warrant this advertising being nearly **DOUBLED**. No other newspaper in America, we believe, is attracting as much reader attention and delivering as much advertising response from its Women's Pages as **THE DETROIT FREE PRESS**

# As the Advertising Manager Said to the Sales Manager

A Three-Cornered Interview on Harmony in Merchandising Which Has to Do with an Old Challenge

An Interview by Bernard A. Grimes with

**H. J. Emptage and Robert V. Beucus**

General Sales Manager and Advertising Manager, John H. Woodbury Company and Andrew Jergens Company

THE harmony which is supposed to exist between the advertising manager and the sales manager is often more theoretical than real, as we all know. With each there is likely to exist the challenge, perhaps unspoken, that he is the greater.

But that friction between these two important elements in a business can be altogether avoided is something which I discovered during a recent visit to the joint office of the John H. Woodbury Company and the Andrew Jergens Company in Cincinnati. I was fortunate enough to be able to corner H. J. Emptage, general sales manager, and Robert V. Beucus, advertising manager of these companies. In the resulting three-way conversation they expressed themselves freely as to the underlying principles which have brought increased sales to Jergen's Lotion and Woodbury's Facial Soap and allied products.

And here is the net of what we talked about:

The whole problem of distribution, in their opinion, centers in a combination of sales and advertising presentation, best handled by a pooling of efforts. Therefore, Mr. Emptage is in on the creation of advertising copy from the conception of an idea. Mr. Beucus, similarly, is consulted on all sales plans.

"What do you think," I asked Mr. Emptage, "is the greatest benefit gained from your participation in developing the advertising program? Does it concern evaluating the results expected in terms of dealer reaction or suitability of the campaign, generally, to market conditions as you know them?"

He acknowledged the importance of these two factors. Not so obviously recognizable, he claims, is the use to which may be put an intimate, always-up-to-date knowledge of advertising plans in their relation to the sales staff.

"Salesmen," he stated, "today need confidence more than anything else. They hear reports of what competitors are doing; they are asked if their firm is going to cut down on advertising support. These and many other things, which may appear to be trivial items of gossip, wear down the resistance of men on the road. When they go into a dealer's store, they not only must meet the issues but they must strongly convince the trade that what they say in refutation is true and that, while they have been away from headquarters, nothing has happened to change matters. If there were such a change, headquarters would notify them immediately."

### *Taking the Salesmen Behind the Advertising Scene*

Naturally the salesmen would be expected to be fully posted on selling policies. With respect to advertising, however, they are too often on unfamiliar ground. Mr. Beucus believes that any weakness on this score is quickly overcome by taking the men behind the scenes of the advertising department.

"Salesmen," he said, "want to be informed. It is the job of the advertising manager to see that they are not disappointed. We see to it that they know all that is going on, not merely as this concerns the mechanics of an advertising schedule, but as it concerns copy and reasons for selection of that copy."



them feel good. Mr. Emptage, through our conferences, knew that we were adding radio to our list of activities. He was able to point out that we were retaining our use of other media, a backlog which, used together with the newer medium, we feel has been an excellent combination.

"For years women have seen Jergens' and Woodbury's names advertised in print. Now we have made these names audible. But we are not forgetting that experience has shown that printed advertising has built our business. We are familiar with that medium through years of its employment as against months in radio."

Mr. Emptage explained that the announcement of the radio campaign avoided too great an emphasis on the company's broadcasting premier. It is easy to be carried away on the spur of the moment, submerging the all-important fact that what has been done in the past and to which so much credit has been contributed, is to be continued.

At this juncture I brought up the question of inquiries. Many of these have come in response to the radio programs. Mr. Beucus expressed himself as satisfied with their cost of production and offered this as a further reason for the maintenance of former advertising.

"If magazine advertising were to be let up," it is his feeling, "this would necessitate a serious readjustment of values because any such reduction in advertising momentum would likely reflect itself in an increase in the cost of radio inquiries."

Specifically, with reference to Woodbury's soap, I said it would be interesting to know just what factors were credited with increasing its sale. Price remained unchanged. But more intensive merchandising and a revised advertising program which broadened presentation of the product are believed to have contributed the greater sales impetus.

This product was founded and established on the sales appeal that it was more than merely a cleansing agent, that it was, in addition,

a solution to certain skin problems among women. In later advertising, the company strayed away from emphasis on complexion-building qualities, becoming more general, rather than specific.

Results were not all that were expected either by the advertising department or the sales department. Their joint deliberations led to the decision that a return should be made to emphasis on the quality of the soap to combat complexion faults.

"We went on the theory," said Mr. Beucus, "that any advertising, to be successful, must answer a specific problem. Mr. Emptage also was convinced that advertising support would be more productive for his men if it dealt with specific problems instead of 'just another beauty soap' advertisement. The change in appeal was made. Inquiries increased immediately.

"For example, a color page in April, 1927, with the theme that 'debutantes everywhere were using Woodbury's facial soap,' produced 9,000 inquiries. In 1931 a black-and-white page, which dealt with just one specific skin problem, yielded 12,000 inquiries. The cost per inquiry for 1927 was \$10, and for 1931, \$4."

#### *When the Woodbury Label Was Changed*

It had been stated that no major changes in policy are made without joint deliberation of the advertising and selling minds of the business. One such change that I knew about concerned the adoption of new labels. I asked just how they worked out this problem. The label on Woodbury's soap, Mr. Beucus explained, had been used without revision for a half century.

It was believed that because women were the buyers of this product, a label with more feminine appeal would make the product more attractive. Accordingly, the familiar picture of Mr. Woodbury was reduced in size. The change was made over the protest of some executives, one in particular declaring that sales would slump if there was any tampering with a label so well identified in the public mind. Re-

sultant confusion would slow up acceptance which comes through immediate recognition, it was contended.

Nevertheless, the change was made and the response of the public proved the sales value of the more attractive label. Prediction also was made that a change in the Jergens' Lotion package would slow up sales but, with the change, sales went far ahead of those for the previous year.

In each instance of change, both sales and advertising manager have been in agreement. The salesmen in touch with dealers reported a favorable dealer viewpoint on contemplated changes. The advertising department found that, in addition to packaging the products in more charming dress, the new labels created new enthusiasm among the salesmen.

#### *Salesmen Realize Importance of Their Judgment*

"The majority of our men had sold the old packages over a long period of time," Mr. Emptage explained. "When shown the suggested improvements, more than acceptance was forthcoming. They realized that it cost large sums to revise so important an item and they knew that much depended on their collective judgment. The fact that decision was made to go ahead strengthened our salesmen's confidence in the company's determination to do all possible to better distribution. In three weeks following introduction of the Woodbury label, the new package was on display in every one of our dealers' stores."

Mr. Beucus holds that this achievement would have been impossible of accomplishment, satisfied as was the advertising department in the wisdom of adopting new packages, if these changes had not been thoroughly worked out with the co-operation of the sales department.

The work of the advertising department, he stated, was made easier because its close relationship with the sales department assured its making no misjudgment. In his work with Mr. Emptage, Mr. Beucus learned, for example, that as-

surance has been given to the salesmen that not only will no reduction be made in advertising effort, but that the men need fear no cutting of territories, that, as a matter of fact, the salesmen are earning more in commissions through the increased sales that have been created.

On the other hand, data gathered by the advertising department led to revamping salesmen's territories so that they could be worked more effectively to the advantage of both salesmen and company. Territories for years were based on railroad routings. A survey was made and new routes laid down and territories revamped according to motor highways. This opened up stores in a number of towns, enabling the men to cultivate business in localities where there was advertising coverage. From this one change there has developed a lot of virtually new business.

"We are fortunate," said Mr. Beucus, "that we are always able to have conclusions that are concurred in by both departments. In businesses such as ours, where the backbone of our stock in trade is advertising specialties, it is unthinkable that it be operated without integration of the two departments. Our men cannot present a sales story and leave advertising out. Advertising cannot be made effective without the wholehearted and intelligent support of the salesmen."

This synchronization of operations, in the opinion of the two men I interviewed, is inconceivable of attainment if the sales and advertising manager have a vice-president or other superior immediately above them who instructs each executive to stay in his own bailiwick, or if one executive chooses to manage his department as though it bears no relation at all to what the other department is doing.

No effective co-operation will be forthcoming if one department seems only to call upon the other in a pinch or for an alibi. Co-operation will never work out unless it begins at the top of the organization and is encouraged down the line.

A

WORD about circulation values. You will find people in Washington who read one, two, three, four, perhaps five newspapers occasionally; but you'll hardly find a single one who doesn't read **The Star—Evening and Sunday**—with the utmost regularity—and in most instances it goes into the HOME where it can be thoughtfully read and carefully digested.

So while **The Star's** circulation is materially the largest of all the Washington newspapers, growing consistently with the growth of the city and the surrounding market, it is the **MOST VALUABLE CIRCULATION** to the advertiser—rendered so by public confidence evidenced by the public's response to advertising appearing in its columns.

New York Office  
DAN A. CARROLL  
110 E. 42nd St.

Chicago Office  
J. E. LUTZ  
Lake Michigan Bldg.

Prosperous as the Washington Market is, it is a market that can be covered with the smallest advertising appropriation—because you need **ONLY The Star** to do the job completely and effectually.

With the return of Congress this month Washington's "busier season" begins.

*Member Metropolitan Sunday Newspapers.*



Dec. 1, 1932

# NEW CONTRACTS IN CONSTRUCTION FOR OCTOBER UP

**Gain Of 17.14 Per Cent.  
Over Same Month  
Last Year**

**BUILDING PERMITS  
INCREASE 32.31 P. C.**

**By Rodney Crowther**

Construction activity in Baltimore, which during most of 1932 has fallen considerably behind the level of a year ago, took a decisive upward swing during October, according to the records of new building contracts signed during the month and building permits issued.

New contracts made during the month totaled \$2,049,900, according to the compilations of the F. W. Dodge Corporation. This compares with \$1,750,000 for October, 1931, an increase of 17.14 per cent.

Building permits issued during October as recorded by the Bureau of Buildings were valued at \$1,763,300, an increase over the like month of 1931 of 32.31 per cent. Building permits issued during the

—THE EVENING STAR  
November 11.

## The Baltimore SUNPAPERS in October

Daily (M & E)  
**278,599**





**THE  
MORNING**



**SUN  
SUNDAY**

New York: John B. Woodward, Inc.  
Detroit: Jon. R. Sclaro

Atlanta: Garner & Grant

Chicago: Guy S. Osborn, Inc.  
St. Louis: C. A. Cour



## A Display Idea That Solved a Turnover Problem

Advertising Is Being Used to Validate the Quality of Shelled Nuts Sold by Authorized Dealers

1. Improved display.
2. Exclusive franchise.
3. Consumer advertising.

THESE are the three factors that have solved the merchandising problems of the Kelling Nut Company, Chicago. They have helped to increase the sale of shelled nuts from 10 per cent of the total nut business twenty-five years ago, to 90 per cent today.

The company found, some time ago, that the principal barrier in the way of increased sales of shelled nuts was freshness. Unless the nuts could be freshly toasted or roasted, by the retailer, the demand was small. The dealer's problem was to keep a fresh stock and get a rapid turnover.

So the company set to work to devise a plan which would meet this situation. The solution was found in better display devised for faster turnover.

In order to increase the average size of shipments to the retailers and at the same time give the consumer a better quality of product, thus increasing the retailer's sales and at the same time lowering shipping costs, the company developed its "Double Kay Nut

Shop" plan. This plan is offered exclusively to one leading dealer in each city.

The plan now in operation is an outgrowth of an experiment dating back a number of years. At first the dealers were instructed in toasting the nuts in an ordinary frying pan with electric heat at the counter where they were sold.

So successful were these first frying pans that they were introduced in many stores all over the country. In the basement of one large department store in Chicago, for example, this plan of sale, starting with one frying pan, soon grew into a string of fifteen pans, each attended by a woman.

Then came the development of the Double Kay Nut Shop, which is a complete department in itself. The merchant is not required to make new investments in fixtures, although a specially designed counter is offered by a showcase company at a low price. This part of the equipment, however, is optional.

Full equipment for the nut counter or shop, including an electric toaster, mixing pan, counter pans and covers, display signs, sampling cups and dealer's announce-

ments is all supplied by the company under a license agreement. The equipment comes to the dealer complete, ready to plug in and operate on six feet of counter space.

The license fee is very low, permitting profits on the first delivery of shelled nuts. This department is offered on an exclusive franchise basis.

Several hundred of these special shops are now in operation.

The company's next problem was that of protecting the plan and of increasing the number of shops. National advertising has been called into use in order to "vali-

date the quality of shelled nuts purchased at all Double Kay Nut Shops," as M. J. Kelling explains it.

The magazine campaign which started this fall features freshness and high quality and the fact that Double Kay shelled nuts may be obtained only at authorized dealers. This advertising is considered important to the company because part of the manufacturing process in supplying consumers with satisfactory nuts is delegated to the retailer. The advertising validates the fact that the retailer is using a standardized method in performing his part of the process.



### Metropolitan Motion Pictures Open Cleveland Office

The Metropolitan Motion Picture Company, Detroit, has opened an office in the Hanna Building, Cleveland. X. F. Sutton, assistant to the president, is supervising the development of new business in the Cleveland territory. G. S. Wasser, formerly general manager of Wireless Systems, Inc., is division manager and Peyton B. Lyon, for six years with the Campbell-Ewald Company, Detroit, has been made a member of the executive staff, both being located at Cleveland.

### Findex Systems, Inc., Formed

Findex Systems, Inc., has been organized at 1560 West Pierce Street, Milwaukee, to take over the assets and patents of the old Findex Company, filing equipment. W. K. Walther is president, James L. Rowley, formerly with the Shaw-Walker Company, is sales manager. Robert J. L. Lee is vice-president in direct charge of Eastern sales.

### Brookman, President, "Concrete"

Louis Brookman, Jr., national advertising manager of *Concrete*, Chicago, has been elected president of the Concrete Publishing Company, succeeding the late E. E. Haight.

### M. S. Gould with Mosse

Maurice S. Gould, formerly vice-president of the Charles W. Hoyt Company, Inc., New York, has joined the staff of Rudolf Mosse, Inc., advertising agency of that city.

### Appoints Street & Finney

McCoy Laboratories, Inc., New York, has appointed Street & Finney, Inc., of that city, to direct the advertising of McCoy's and Vannay tablets.

### Agency Production Group Elects

Fred H. Wilson, of Erwin, Wasey & Company, Inc., is now president of the Production Men's Club of New York. Samuel H. Weber, J. Walter Thompson Company, is vice-president; Ernest Donohue, Battier, Barton, Durstine & Osborn, Inc., treasurer, and Edward Marks, The Blackman Company, secretary. The executive board includes the foregoing officers and: Dwight L. Monaco, Blackett-Sample-Hummert & Gardner; George Dearnley, McCann-Erickson, Inc., and Joseph Farrell, The Blackman Company.

### Hat Concerns Merge

Wm. T. Christmas & Company, the Superior Hat Company and the Caradine Hat Company, St. Louis, have been consolidated as the Caradine Hat Company. William T. Christmas is president. James T. Caradine is chairman of the board. Elias Freedman and Chester E. Wright are vice-presidents and G. W. Smith is secretary-treasurer.

### Newspaper Campaign on Food Products

The Knorr Food Products Corporation, New York, has appointed Rudolf Mosse, Inc., of that city, to direct the advertising of its gravy cubes, bouillon and soup rolls. A newspaper campaign featuring these products will start this month.

### Has Novelty Jewelry Account

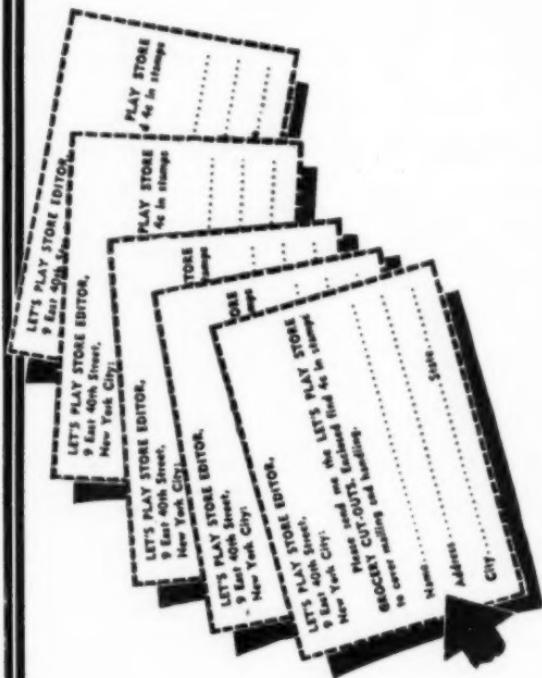
The A & Z Chain Company, Providence, R. I., has appointed Lanpher & Schonfarber, Inc., of that city, to direct the advertising of its Syncroslide watch bracelets.

### Landry Heads Own Agency

The Landry Advertising Agency has been formed at New Orleans. Stuart Landry, formerly an executive with the Chambers Agency, is president.

# Five little Coupons

**over one hundred thousand thicknesses** in some cases substantial increases over last year.



# LIVG ITIC COUPON

aign for a group of ten manufacturers.

The campaign was built around a real idea of "Let's Play Store" grocery cut-outs for children. A coupon called for the enclosure of 4c in stamps to get the cut-outs.

Here is the result: Five color pages appeared in the Home Magazine Section of the New York Evening Journal. They brought 41,270 coupons!

The co-operating manufacturers report greatly increased interest in their products on the part of jobbers and the addition of several new important jobbers on their books.

The jobbers state that dealers have been moved to a more enthusiastic use of display material.

in some cases substantial increases over last year.

Here are the products featured:

Anglo Corned Beef	Rumford Baking Powder
C. & C. Ginger Ale	Sunbrite Cleanser
Chatta Crabmeat	Sunshine Biscuits
Grandma's Molasses	Tetley Tea
Jack Frost Sugar	Wayne County Cider

If you want to sell New York . . . tell your story to the readers of America's Greatest Evening Newspaper . . . read daily from the first page to the last by over 600,000 alert, able-to-buy and responsive Metropolitan New York families who represent the great middle-class buying power in America's largest market.



**NEW YORK JOURNAL**  
America's Greatest Evening Newspaper  
REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

# NOTHING SUCCEEDS LIKE RESULTS



Photo by Photocraft

## Oldtimers in New Garb

NO more startling package change has taken place in recent months than that of Walter Baker's Cocoa. Some sort of record must be broken by this alteration—the first major improvement in the Baker package in 55 years!

The old package was universally well known—but it was not exactly the most convenient for a housewife, nor the most effective from the standpoint of display. The new container remedies these failings.

First, the old top which was often hard to close is supplanted by an easily sealed cover. The dimensions have been changed, making the package taller and slightly thinner (though the contents remain the same) and the design refined. No appreciable change has taken place in the illustration of the famous "La Belle Chocolatiere," but the name of the product has been lettered in bold-face to increase shelf visibility.

The greater height of the package affords more effective display.

Copy on all faces has been simplified and printed in more legible type. Through the retention of such elements as the trade character and the general color scheme, the change will cause a minimum of confusion to old customers of the product.

Another oldtimer, Dr. Lyon's Tooth Powder, sheds the bustles and curlicues of a former year in favor of modern dress. Simplicity is the keynote of the new package. Not a superfluous word is used on the face, which includes merely the name and the trade-mark, both modified. A slight change in color also marks the new package. The light blue has been made a little lighter, while the dark blue is just a shade darker.

The back of the package now contains a neat box of selling copy in place of trite directions.



### Advanced by Chrysler

Mark Parnall has been appointed assistant advertising and sales promotion manager of the Chrysler Export Corporation, Detroit. He has been with the Chrysler Corporation and the Chrysler Export Corporation for many years.

### Heads McCormick & Company

Charles P. McCormick, formerly vice-president of McCormick & Company, Inc., Baltimore, tea, spices and extracts, has been elected president. He succeeds his uncle, the late Willoughby M. McCormick.

# Correction

In our advertisement, "HOW THINGS STAND IN PITTSBURGH," appearing in last week's issue of this magazine a number of facts were presented indicating the predominant leadership of The Press in Pittsburgh.

In a paragraph devoted to Department Store advertising an error was made in percentage figures. The paragraph should have read:

*The Press (during the first 10 months of 1932) published 6.2% MORE Department Store advertising than any other Pittsburgh newspaper, and 8.3% MORE Upstairs Department Store lineage appeared in The Press than in any other Pittsburgh newspaper.*

The Press regrets the error in this one of the many classifications cited and hastens to give the above correct percentages.

*(Figures based on reports of Media Records.)*

## The Pittsburgh Press

A Scripps - Howard Newspaper

NATIONAL ADVERTISING  
DEPARTMENT OF  
SCRIPPS-HOWARD  
NEWSPAPERS  
230 PARK AVE., N. Y. C.



MEMBER OF THE UNITED  
PRESS... OF THE AUDIT  
BUREAU OF CIRCULATIONS  
and of  
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS  
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

**She said, "I'M AFRAID**

**She meant, "I'M AFRAID**



**THE SHADOW OF A MAN STANDS BEHIND HER**

RAID

# I DON'T LIKE IT"

## HE WON'T LIKE IT"

WHEN a woman buys a hat that causes her to be looked at with just the right kind and degree of interest, it's a good hat. Even if it was made out of four diaper pins and the New York Times for August 11, 1902, it would still be a good hat.

A woman's hats are not bought to keep the rain off, nor (being more or less invisible to the wearer) to please the woman. They are bought for people to look at. And "people" usually means "men."

The above is one of the small number of facts remaining to us nowadays which are both delightful and true. Few would deny it. And yet few seem to realize how far this happy proclivity of women for striving to please men goes.

When a woman buys shirts for her husband, she buys the kind she knows he likes. When she buys perfumes for herself, she is thinking of her husband's tastes. When she buys food for her family, she averages her likes with his and the children's before she names a brand. And when it comes to radios, automobiles, electric refrigerators

and such important things, a family conference decides.

Back of her, when she buys, stands the shadow of a man, ready to help or hinder the sale according as he thinks well or ill of your goods.

This isn't a silly or a slavish habit of women. It is a dignified and sensible acknowledgment that since men and women have to live together, when a woman spends man-earned money it pays to spend it on something that pleases them both.

Those manufacturers are well advised who arrange to have men, as well as women, see their advertising. The so-called Family Group magazines are a means to this end, for they are read by men and women. And in one of them—Redbook—the cost of reaching both sexes is 30% less than the cost of reaching one sex through other media. Even if it didn't help your sales to have men see your advertising, it would cost less to reach women alone in Redbook!

Sell the family and you sell all. Redbook Magazine, 230 Park Ave., New York City.

STANDS

**BEHIND EVERY WOMAN WHO BUYS**

# only 1 newspaper in the United States



*made a*  
**GAIN in ADVERTISING**  
 for the first ten months of 1932  
**ON TOP OF A GAIN**  
 for the first ten months of 1931

Media Records, Inc., is authority for the statement that the St. Louis Star and Times is the only standard size metropolitan newspaper in the United States to show successive advertising gains in the ten-month periods of 1932 over 1931, and 1931 over 1930.

Paralleling this record in advertising is the gain of the Star and Times in circulation. The A. B. C. Publisher's Statement for the three months ending September 30, 1932, shows a total circulation of 161,105—**A GAIN OF 24,093 OVER THE SAME QUARTER OF 1931.**

National Advertising Representative — GEORGE A. McDEVITT CO.

\* Standard Size.

# "Buy American"—with a Reason Why

**Hygrade Sylvania Fires First Gun in an Advertising War Against Inferior Foreign Goods**

"BUY American!" is the theme of a campaign started last month by the Hygrade Sylvania Corporation, maker of Hygrade lamps and Sylvania radio tubes. But there is much more to this campaign than an appeal to patriotism.

A number of industries in this country are faced with serious competition from low-grade, foreign-made products. The electric lamp is one of these products. In appearance there is little difference between a high-grade lamp and an inferior one. When a consumer sees a domestic lamp and a foreign-made lamp side by side, both marked "40 watts" but one of them priced higher than the other, she is unable, in a great many instances to understand why there should be this price differential.

If there were no difference in the quality of the two lamps, it would be out of order for the American manufacturer to cry, "Buy American!" Consumers aren't going to pay more money for something that is no better than the cheaper products just for the sake of the good old U. S. A.

The Hygrade Sylvania Corporation understands this. It is opposed to all general, "Buy American Goods" movements which would include all products. It believes that such campaigns as that being conducted in Great Britain, "Buy British," are unsound. There must be, this company believes, a reason-why back of any appeal for business.

In the lamp industry, as well as several others, the foreign-made products that are being dumped into this country in large quantities are definitely inferior to the domestic goods. The manufacture of lamps requires infinite care and skill in the handling of the delicate filaments. The production of high-grade lamps is a matter of

careful and costly workmanship and best materials. Certain foreign manufacturers are not equipped to turn out these lamps in mass quantities and maintain quality. They have not the proper machinery nor the skilled workers.

Comparative tests of the foreign-made lamps and those made by responsible American manufacturers prove conclusively that, as the Hygrade campaign is declaring, "cheap lamps cheat your pocket-book."

The industry is so upset about this condition, of which most consumers are not aware, that it is almost certain that other manufacturers will follow along with similar campaigns of education to inform the American public of the dangers in buying cheap lamps.

Hygrade Sylvania has fired the first gun in this war. On November 22, an advertisement appeared in New York papers. This is being followed by insertions of the same advertisement in these cities: Chicago, Washington, Pittsburgh, Boston, San Francisco, Cincinnati, Detroit, Cleveland, Philadelphia, Los Angeles, St. Louis, Baltimore, Columbus and Seattle. In addition, a full-page advertisement in colors will appear in a national weekly early this month.

#### *Patriotic Appeal Injected*

The advertisement, which is reproduced here, emphasizes "Buy American!" A patriotic appeal is injected because it is felt that this will attract attention and also appeal to the sentiments of many people. The company feels that a cold, reason-why campaign presenting competitive arguments on quality only would reach only a small part of the audience to which it desires to tell its story.

The reason-why, however, is in the advertisement. The copy points out that American markets are



1932  
of 1932  
N  
of 1931

adver-  
ver and  
A. B. C.  
the three  
er 30,  
tion of  
4,093  
ARTER

VITT CO.



ers. As  
company  
tters, in-  
field, will  
s.

an!

## Something New to Talk About Every Trip

GIVING the salesman something new to talk about every trip is a policy which is keeping the wheels turning in the plants of the Aluminum Goods Manufacturing Company, maker of Mirro and Viko utensils. New goods or newly advertised items, it says, invariably head the order sheets sent in by its sales staff. This "newsy" policy is such an effective sales stimulator that the salesmen, themselves, are a most prolific source of ideas for new utensils.

The career of the Mirro "Economy Twins" is typical. They have been playing the main aisles and front windows of leading department stores this fall for return engagement after return engagement. So successful were they that a factory unit was kept busy for months twenty-four hours a day.

The idea for the Twins came to a salesman in a hotel room. Duplicate pans, filling the last atom of space in whole meal cookers and fuel saving triplicate pans had been in vogue for a number of years. It is obvious, reasoned this salesman, that two foods are boiled for a meal oftener than three, so he thought of the idea of putting handles and covers on duplicate pans so that they could be used side by side for top-stove cookery.

Magazine and newspaper advertising, counter displays and business reply cards introduced the Twins to the public. Dealers—particularly the large department stores—used space in their own newspaper advertising for the product because it had a special news value. Window and store displays repeated the message. Clerks found

the Twins interesting and talked about them to customers. Merchandise managers were moved to feature them in store-wide sales.



New Products Like the Economy Twins Make Mirro Salesmen Welcome

Other bits of "news" which this company's salesmen have talked about recently have been Anodic finishing, a newly developed process for increasing the thickness of the coating of oxide which forms on metals when they are exposed, acting in the case of aluminum as armor plating against corrosion and hard knocks; chromium plating, a commercially successful use of chromium on aluminum; and the application of a permanent black coating on the bottom of Mirro utensils increasing heat absorption so much that water boils 10 per cent faster on gas and 20 to 40 per cent faster on electric stoves.

New features such as these, plus a substantial amount of new advertising, the company reports, are making Mirro salesmen welcome to buyers these days. And once the new numbers have broken through the shell of resistance, the staples come along more easily.

DE LAMPS

but the

a letter  
ers who  
on from  
merchan-  
sent only  
with low-  
is an im-  
on of the  
oses any  
' move-  
be con-  
urers in  
superior

yers

neerly with  
any, Inc.,  
ny, has  
department  
aboratory,  
radio pro-  
tions.

# Premium and Sampling Value in Combination Deals

Products Should Be Related to Get Maximum Effectiveness

EAGLE MANUFACTURING COMPANY  
WELLSBURG, W. VA.

*Editor of PRINTERS' INK:*

We will appreciate it very much if you can give us any information on packages combining two entirely different articles yet having some relation to each other when used.

EAGLE MANUFACTURING COMPANY.

THERE is nothing particularly novel in the idea of packages combining two entirely different articles which have some relation to each other. Many different combinations of related products in both the food and drug fields have been offered to the public and have been sold in large numbers.

In most cases all of the products in a combination package are made by one manufacturer, but during the last two or three years there have been several examples of combination packages made up of the products of two or more manufacturers. There is no reason why one manufacturer should not use the products of another if they have a close relation to his own and in combination will help sell it.

Frequently, one of the items used in the combination is employed more or less as a premium. Thus a candy manufacturer who offers a

book with a box of candy is really employing a book as a premium to get larger sales for his candy.

The same holds true of the shaving cream manufacturer who offers a razor with his product. This premium type of offer is quite different in its nature than the ordinary combination package which is created merely to increase the unit of sale.

The combination package offers manufacturers an excellent opportunity to do sampling. For instance, the shaving cream manufacturer who brings out a new face lotion can offer it in combination with the shaving cream either free or at a reduced extra price. In this way he gets quick initial distribution among a lot of consumers who are favorable toward his product. In addition to that, many consumers who have not used the cream may be attracted by the combination offer and become habitual customers for both cream and lotion.

The combination package is capable of an infinite variety of uses but two of the most profitable are those based on the premium and sampling idea.—[Ed. PRINTERS' INK.]

## Appoints Clarke Agency

The Atlas Asbestos Company, North Wales, Pa., has appointed the E. A. Clarke Company, Philadelphia, to direct the advertising of its pump packing rings. Automobile publications are being used.

## With Detroit Printer

Charles M. Gray, formerly sales promotion and advertising manager of the Crittall Casement Window Company, has joined the American Printing Company, Detroit, in a sales and creative capacity.

## Weston Account to Basford

The Weston Electrical Instrument Corporation, Newark, N. J., has appointed the G. M. Basford Company, New York, to direct its advertising account, effective January 1.

## Joins KMOX

J. L. Van Volkenburg, formerly with the radio department at Chicago of Batten, Barton, Durstine & Osborn Corporation, has joined the Columbia Broadcasting System as sales manager of KMOX, St. Louis.

## Matlack Heads Paint Group

Samuel R. Matlack, president of George D. Wetherill & Company, Inc., Philadelphia, has been elected president of the National Paint, Oil and Varnish Association.

## Appoints Edwin Bird Wilson

Chamberlin, Holmes & Company, Inc., New York, air transportation and airport operation, has appointed Edwin Bird Wilson, Inc., of that city to direct its advertising account.

# in

# Still More Evidence!

SUPPORTING THE SUN-TELEGRAPH'S FOOD STORY IN PITTSBURGH



Pittsburgh Sun-Telegraph  
Pittsburgh, Pa.

It is quite evident when more information is given  
and results are obtained, we should recognize this as well  
as if it would be the reverse.

We wish to have this opportunity of showing you and  
your entire organization for the mutual cooperation we  
received in opening our CLOVER FARM STORES to the public recently.

It is a pleasure to report to you that the results  
obtained through this five page spread in your paper, brought  
unprecedented returns.

We can highly recommend to any manufacturers, distri-  
butors or chain advertisers who participate in advertising in your  
newspaper, that you certainly should adopt the Pittsburgh Sun-  
Telegraph as your medium.

Sincerely yours,  
*Lester H. Lipton*  
Lester H. Lipton, Vice Chairman

SP/12-3-4

Over 300 Clover Farm Stores in the Metropolitan Pittsburgh area have trusted the success of their newspaper advertising returns with The Sun-Telegraph EXCLUSIVELY!

As mentioned in Mr. Lester H. Lipton's letter the results obtained in their first introductory advertising effort brought unprecedented returns!

With Food business in America's Fifth Market so feverishly competitive such a performance on the part of a comparative newcomer proves conclusively that business can be stimulated through advertising schedules in Pittsburgh's great result-pulling advertising medium.

# The Pittsburgh

# SUN-TELEGRAPH

NATIONALLY REPRESENTED BY  
PAUL BLOCK AND ASSOCIATES

with the  
Batten,  
poration,  
casting  
KMOX,

Group  
lent of  
y, Inc.  
president  
Varnish

Wilson  
y, Inc.,  
and air-  
win Bird  
irect its

# Hot Cereal

## Company:

The Carnation Company, Seattle, Wash.

## Product:

Carnation Wheat, a hot cereal distributed on the Pacific Coast, one of a number of Carnation-Albers cereals.

## Plan:

Through advertising, housewives are invited to send in package tops from large-sized packages of the product in exchange for a Dri-a-Dish towel. There is no extra work for the merchant. He is not required to handle a supply of the towels. To make the plan of distribution as simple as possible, they will be sent by mail. All the grocer does is sell the product.

## Objective:

Increased use of the product by regular customers, the development of new users and quick turnover of grocers' stocks are objectives anticipated by the company in creating the deal.

## Dealer Helps:

Grocers are provided with attractive counter display cards—delivered personally by company salesmen. A large window banner describing the towel and the deal is incorporated in the "Good Morning News," a six-page newspaper in two colors which was also delivered personally to every dealer by the salesman. This newspaper described the campaign in detail.

Special advertisements mentioning the deal are furnished for printing in the grocer's own advertising.

The counter display card is in three colors and measures fourteen by twenty-two inches. It features the Dri-a-Dish towel offer. Dealers

are advised to place this card in a pyramid of Carnation Wheat in a prominent position in the store.



## Advertising:

The deal is featured in every newspaper advertisement during the fall months as well as over daily radio programs.

## Maine Agency Affiliates

The Harmon Advertising Agency, Portland, Me., has affiliated with the Casco Printing Company, of that city. Tom Goad, formerly with the Jordan Marsh Company, Boston, has joined the Harmon agency.

## Has New Account

The American Sand-Banum Company, New York, has appointed Ray Hawley Associates, of that city, to direct the advertising of Sand-Banum Special, a tablet for cleaning automotive cooling systems.



In the middle of December in Southern California, one may play golf in shorts on the cactus-clad course of Palm Springs, or 25 miles away, at Big Pines, spill into snowbanks from a racing toboggan!

**UNUSUAL?** Of course, but to know the unusual things about this unusual market is to enable the advertiser to do an unusual selling job.

Ring in a Boone Man! Put it to him squarely that you want to know the secrets of this wealthy but totally different buying center.

You'll learn, while about it, that The Los Angeles Examiner is read by more people and delivered to more homes than any morning and Sunday paper in the West!

every  
ing the  
daily

company.  
Hawley  
ect the  
cial, a  
cooling

# Los Angeles **EXAMINER**

HOW WELL  
DO YOU KNOW  
THE COAST?

Represented nationally by  
RODNEY E. BOONE ORGANIZATION

Dec. 1, 1932



# It Clicked!

"Kids," said the Man With the Idea, "like to play store." He outlined the Idea. It clicked—with the Advertising Director, with the Staff, with ten manufacturers.

So, on September 27th, the first of ten co-operative pages in color appeared in the American Home Journal, Saturday color magazine of the Chicago American. Linked with ten sales stories about ten products was an offer of a "Let's Play Store" cut-out grocery, stocked with cut-out-reproductions of the ten products.

To get a cut-out, 4 cents in coin had to accompany a coupon; the 3-cent stamp necessary to mail coupon and coins imposed a 7-cent cash outlay on young store-keeping aspirants. This first page of ten brought 7,707 coupons, all ten (the last appearing November 19) pulled 40,532 coupons at a total cost to senders of \$2,837.24.

There  
jewel

One in  
reading  
influenc  
familie  
less re  
large.  
produ  
with  
ages.  
future  
produ  
co-ope  
of the  
the ha  
week  
Tuesd  
day,  
Total,

In su  
Chicago  
Chicago  
of the  
reader  
Chicago  
tially  
Chicago

C  
A

a good  
of circ

Nationa

RODN

There are many facets to this performance jewel.

One in practically every ten Chicago American-reading families was directly and definitely influenced by this campaign. The number of families not sending in coupons, but nevertheless reached by the campaign was undoubtedly large. Thousands of mothers, daily grocery product buyers, were put in constant contact with reproductions of ten products and packages. Thousands of mothers and fathers of the future were pleasantly familiarized with those products. And the all-week response to each co-operative page proved anew the long life of the American Home Journal's influence in the homes it enters (daily coupon return in week following first page: Monday, 2,434; Tuesday, 1,965; Wednesday, 1,500; Thursday, 935; Friday, 555; Saturday, 318; Total, 7,707).

In such ways as this is the power of the Chicago American to **produce now** in the Chicago market clearly revealed, the weight of the Chicago American's influence with its readers is demonstrated, the necessity of the Chicago American's inclusion in every potentially effective and profitable sales attack in Chicago is proved.

# CHICAGO AMERICAN

a **good** newspaper now in its TWELFTH YEAR  
of circulation leadership in Chicago's evening field

*National Representatives:*

• RODNEY E. BOONE ORGANIZATION

Dec. 1, 1932

If advertisers and advertising men really want what they say they do, then in

## YORK COUNTY, PENNSYLVANIA

they should advertise in the

## YORK, PA. GAZETTE AND DAILY

A newspaper with a real circulation based solely on reader appeal and natural trading territory; with an earned reader confidence through years of strict censorship of advertising and a low advertising rate.

Further details from

**HOWLAND & HOWLAND, Inc.**

National Representative

New York 393 Seventh Ave.	Chicago 360 N. Michigan Ave.
------------------------------	---------------------------------

# Advertising as a Fair Weapon in Competitive Selling

Some of Its Applications to the Dairy Industry Which Work Equally Well in Other Lines

By Don Francisco

Vice-President, Lord & Thomas

[EDITORIAL NOTE: Milk or automobiles, thread or radios, the merchandising principles having to do with the selling are fundamentally the same. This is the thought the observing reader will get as he studies the accompanying excerpts from an address which Mr. Francisco delivered before the International Association of Milk Dealers at Oakland, Calif.

His speech, a feature of the Pacific Slope Dairy Show, obviously applies directly to the selling of milk. But many a manufacturer in other lines who is eagerly looking for "something new" to aid him in his present-day fight for business will find it here. Only it will not be essentially new; it is a restating of basic merchandising truths that are always fundamentally the same.

A review of these principles is always valuable regardless of times and conditions.]

**S**CIENCE, recently discovered the great value of introducing liver into the diet. These findings were published in scientific journals and passed about by word-of-mouth, with the result that calves' liver, which the butcher was once willing to give away, now sells for as high as 65 cents a pound.

Doctors and dieticians urge the eating of more raw vegetables and fruits—more salads; advertisers of oranges, walnuts, asparagus, salad dressing and other products capitalize this by picturing salads in their advertising, and presto! in three years the per capita consumption of lettuce increases from one and one-half pounds to seven pounds per year. Lettuce has been a "parasitic product" that, by good luck, and without expense to its industry, has ridden to popularity on this advertising and publicity.

It becomes known that spinach contains healthful iron. Mothers begin feeding it to their children, while adults who never liked it before, demand it regularly. Sales increase, to the producers' delight.

Now why did the consumption of these foods increase? Because the public felt a greater need for them.

In the face of the increased popularity of fresh vegetables and fruits, the word went around that most people were eating too much meat, and the annual consumption of meat dropped sixteen pounds per capita in twenty years.

The lesson is clear. It is possible to stimulate demand by making known the desirable features of a product and it behooves every industry that wishes to maintain or expand the consumption of its product to seek out and then publicize the facts about its goods that will interest and benefit consumers.

## *People Are the Real Market*

Our real market is people. Demand means what the people want. We can increase the demand for dairy products by making people want more.

We can make people want more milk, cottage cheese, ice cream or other products by reminding them often of their deliciousness, by pointing out their healthfulness and by teaching them new uses. This educational work can be accomplished by house-to-house calls, convention lectures, or any other methods, but the cheapest and most effective medium yet discovered is advertising.

The magazine and newspaper publishers have made it easy. They allow us, for a price, to have our printed statements included in their publications. They print them, distribute them and pay the postage

for us. And we are sure they have a good chance of being seen, because we know people pay money to buy and read the publications in which they are found. Thus we can reach with a full-page, between two and three homes for a cent, and reach them often.

The street car people are equally accommodating and let us place our cards in their cars at so much per car. The posterboard owners and the radio stations are organized and by one contract we can cover the country with either posters or a radio broadcast.

Through these channels we tell the truth attractively, persistently and effectively to the millions. Gradually we influence buying and consuming habits. We win consumers who never consumed before. We persuade former consumers to consume more. Broadly speaking, that's all there is to advertising.

Consumer demand—the greatest asset any product can possess—may be bought for a meritorious article, but it requires much money, much time and considerable ingenuity.

Advertising is not simply the circulating of pretty pictures. The most successful advertising is that which follows the best strategy and builds for a product a place apart from its competitors.

#### *Consider the Orange and the Apple*

Consider the story of Sunkist. Backed by twenty-five years of advertising, the orange has dethroned the apple as "King of Fruits." The public may remember the slogan, "An apple a day keeps the doctor away," but it possesses much more specific and convincing information concerning the health value of oranges. While the American consumption of apples has been slowly declining, the per capita consumption of oranges has increased from thirty-two oranges a year to sixty-five oranges a year. A new generation has been reared—fed on orange juice from infancy.

As such information has been found and disseminated, citrus fruits have gradually acquired a new place in American life. In the

public mind, they are no longer luxuries, purchased to gratify a whim or taste, but they are almost staple articles of diet. The public, as well as the citrus industry, has been served by this informative advertising.

#### *Milk Producers Have a Story to Tell*

The milk producers have just as important a story as the orange growers. The use of milk is universally fostered by doctors and health authorities. As biochemists search more deeply into its composition, its diet value becomes more apparent. Recently it has been ascertained that the drinking of milk and the use of other dairy products helps to keep the body youthful, helps to postpone the evidences of old age.

Right there the milk producers have one of the most powerful arguments ever put into the hands of an advertiser. Imagine what George Washington Hill of the American Tobacco Company would do with a story like that! Can you imagine what Fleischmann—or any one of dozens of other advertisers—would do with it?

The public should have the facts about milk. \* \* \*

Let us look, then, at the competitive side of advertising.

The dairy industry has set up many rules and regulations to eliminate unfair, destructive, illegitimate forms of competition. May I suggest that advertising is not only a powerful and effective competitive weapon, but that honest advertising is a *fair* competitive weapon.

Advertising is the voice of business. With its aid you are able to state your case before the public. You give the public an opportunity to make an intelligent choice.

Advertising is not an end in itself. It cannot sell a kind of goods that cannot be sold without it. It can succeed only when a proper foundation has been laid for it. Many a campaign has failed, not through its own shortcomings, but through a weakness in the supporting structure.

First there must be a satisfactory product. This is a fundamental

longer  
tify a  
almost  
public,  
ry, has  
mative

just as  
orange  
s univer-  
s and  
emists  
com-  
comes  
s been  
ng of  
dairy  
body  
the evi-

ducers  
erful  
hands  
what  
f the  
would  
n you  
or any  
rtisers

facts  
com-

et up  
elimini-  
legiti-  
May  
s not  
com-  
honest  
tive

busi-  
le to  
public.  
unity

in it-  
goods  
it. It  
proper  
or it.  
, not  
but  
port-

ctory  
ental

which the dairy industry possesses inherently. Laws regulate the standardization of grades and packs, provide the mechanism of inspection to enforce rules, provide that grades and packs be conspicuously marked and that goods unfit for consumption be kept off the market.

Second, there must be orderly distribution. There must be the widest possible distribution in the territory where the advertising is done. Advertising without distribution is waste.

Third, there must be a stable organization. It must have a continuity of policy. It must permit the co-ordination of sales and advertising. It must be able to finance advertising.

We all have a good product. In fact, that is one of our main advertising difficulties. Our products are so much alike that it is a problem to know how to set ours aside from others.

We all have distribution. It is one asset of the milk dealer that he directly controls a major portion of his distribution. Perhaps your distribution isn't as far-reaching as you would like to have it. But you can at least confine your advertising to the localities where you have distribution. You can build up the weak spots.

#### *The Importance of Organization*

In the matter of organization, we differ widely. Some of us have vacillating sales policies. It is difficult to steer a steady course in a storm. Some of us cannot finance advertising. These weaknesses must be remedied before advertising is undertaken, otherwise it will flounder and fall. But the detail of organization most likely to deprive advertising of its full effect is a lack of unity between sales activities and advertising activities.

Analyze your product and your service minutely. See if somewhere there is not the suggestion of an advantage. Small differences grow large when products are similar. "It's toasted" is the small difference on which Lucky Strike has built its leadership.

I know of one company that emphasizes the many years that it

has successfully served the public. Another talks about the number of babies who are reared on its brand. A third features the prizes it has won. Another points to the fact that it has the largest number of customers as proof of its success.

#### *Picking the Feature to Advertise*

Most every company, product or service has some feature which is exclusive or which no one has previously exploited. The trick is to select features for advertising which appeal to the public.

If your product or your service has a point of superiority over others, you are fortunate. There you have the one reason why housewives will choose your product over others. If you can endow your brand with individuality, you are almost equally fortunate. But if you say only what others say, you attain only name publicity for your brand. You leave the actual sale to the turn of a coin—or to the somewhat undependable powers of oratory of your sales force.

It is the extra something, the plussage, the gadget, that wins. The car with free-wheeling may not be one whit better than the car without it, but it has a sales advantage.

If you want your advertising to do a competitive job, you must put competitive selling into it. When you have found your best competitive story you have struck pay dirt. Stay with it. You will tire of it long before the public. Dramatize it this way and that, ring the changes on it as much or as often as you choose, but keep it as a theme running through your whole selling scheme. Insist on it as though you meant it. The public will attach no importance to your story if you don't stick to it.

The public wants simple stories with handles on them. It wants to believe that decisions are easy to make—open and shut. It wants convenience, effortless reasoning. It wants all its thinking done in advance and presented in the form of a predigested pill. It is unwilling to go to much trouble to find out which brand of milk to use if that trouble can possibly be avoided.

It wants a clear, well-marked trail to the right choice.

When you find a story, when you stick to it, when you avoid alluring digressions, you pave the trail from the consumer to your product.

If milk were a product sold only in stores, where women came and named their brand and paid their money, that would be more simple. But milk is not sold that way. Unless a woman is newly moved or has had a difference with her dairy man, she must go through the none-too-agreeable procedure of discharging a competing milkman before she can change to your brand. She will not do this unless you have made it impossible not to do it. In nine cases out of ten that means she will not discharge her old milkman until she has promised your representative to take from him.

On one hand we have the dairy, reaching out for the prospect with advertising. On the other hand we have the prospect, reading the advertising, convinced that your product is better, but hesitating before the disagreeable task of making a change. Personal salesmanship is necessary to close the gap—to complete the sale.

#### *A Shoelace Analogy*

Suppose you are dressing in the morning and you break your shoelace. You tie it up as best you can and vow to get a new pair that very day. The demand and the desire are therefore created. That corresponds to advertising. You go to work and at noon you get your shoes shined. You forget the laces. The bootblack says nothing about them. You go home, and when you undress you remember. The next morning, the same trouble. You are again impressed with the need.

You have, so to speak, read another advertisement. The desire is stronger than ever. Today's bootblack is more alert.

"You need a new pair of laces, mister," he says—and the sale is made. Both advertising and personal salesmanship were necessary to the completion of the sale. Neither would have been successful without the other.

Now to bring these points together. The essence of competitive advertising is a competitive story—well and consistently told. The focal point of our advertising and sales effort is the contact between our routeman and our customer. Everything must meet at that point if our advertising and our sales activities are to attain their maximum usefulness. \* \* \*

#### *Center Your Advertising at the Point of Sale*

Make your advertising center at the point of sale. If your sales are made over the counter, center it there. If they are made on the prospect's back porch, concentrate its effect at that point. Dairy advertising which follows the pattern of the conventionally sold product and which is not made part and parcel of the dairy's selling scheme, is handicapped from the start.

Advertising must sell. It must sell enough merchandise to more than pay its own way, or it is a luxury which no business can afford.

Advertising has its potentialities and its limitations. It is futile to expect advertising to accomplish the impossible. But it is even greater folly not to take full advantage of its influence, to make it yield every possible dollar in sales.

Before you undertake advertising, be sure your product is right, that your distribution is well established and that you have the organization to utilize, direct and finance a continuous advertising program.

Before you run an advertisement be convinced that you have a story worth telling, that you are telling it forcefully, and that you are not expecting it to perform the impossible.

Be sure, also, that your organization is familiar with your plans and that your salesmen are fortified to take full advantage of your aid.

When you help your own advertising in this manner, it can help you in three ways:

1. Increasing the preference for your brand.
2. Helping your salesmen make the actual sale.

# 100% More Effective

» » » The Times-Star has twice as much city and suburban circulation as the morning daily... 72,961 more.

» » » The Times-Star has 8,781 more city and suburban circulation than the other afternoon paper.

» » » Those are hard, cold, provable facts . . . tangible reasons why the Times-Star is more effective and sells more merchandise than any other Cincinnati newspaper. Check the last circulation figures for significant changes in Cincinnati . . . just added proof that you have been right in noting your schedules "Times-Star exclusive."

## CINCINNATI TIMES-STAR

New York: MARTIN L. MARSH, 60 E. 42nd Street  
Chicago: KELLOGG M. PATTERSON, 333 N. MICHIGAN

3. Increasing, in a limited way, the consumption of dairy products.

That is what competitive advertising can do for the individual dairy.

But advertising's greatest service to the dairy industry as a whole

must eventually come through a concerted movement to raise the nation's per capita consumption of dairy products to a level more nearly approximating a correct American standard of living—and to give milk the place on the American table which it deserves.



## Death of H. F. Gunnison



**H**ERBERT F. GUNNISON, who had been associated with the Brooklyn *Daily Eagle*, for almost fifty years, died last week in Brooklyn. At the time of his death he was seventy-four years old.

An amateur printing plant which Mr. Gunnison started to build at the age of twelve served both as his introduction into publishing and as the means of providing part of his expenses at St. Lawrence University. His first newspaper work was as a reporter on the *Brooklyn Times*.

In 1882 Mr. Gunnison joined the *Eagle*, taking charge of the "Eagle Almanac" which, in three years he

built into a complete reference book for Brooklyn. He became successively assistant business manager, and business manager under the administration of Colonel William Hester, who later appointed him publisher.

On the death of William V. Hester, Mr. Gunnison became president, assuming control of the *Eagle* which had been in the Van-Anden-Hester family since its founding in 1811. When Frank E. Gannett added the *Eagle* to his chain of newspapers in 1929, Mr. Gunnison retained an interest in the paper and was made chairman of the board, which position he held until early this year.

He was long active in the American Newspaper Publishers Association, of which he was treasurer in 1896. He served for two years as vice-president of the Associated Press and was a trustee of St. Lawrence University.

He is survived by two sons and a daughter. Raymond Gunnison, who is now vice-president of The Reuben H. Donnelley Corporation, was active with his father as an executive on the *Eagle*. Foster Gunnison is associated with Cox, Nostrand & Gunnison, Brooklyn, lighting fixtures. Stanley E. Gunnison, a nephew, is head of an advertising agency conducted at New York under his own name.



### New Art Business

Marshall O. Sanchez and Eugene L. Baptiste have formed a partnership, with offices at 421 Seventh Avenue, New York, to represent a group of artists. Mr. Sanchez was formerly art director of the Wm. H. Rankin Company, Inc. Mr. Baptiste formerly represented the Raymond D. Levy Studio.

### E. M. Racey Makes Change

Erle M. Racey, for the last six years with Tracy-Locke-Dawson, Inc., Dallas advertising agency, has joined Brennan, Brown & Williams, Inc., advertising agency of Dallas and Houston. He will be vice-president of the firm, which will change its name to Brennan-Brown-Racey, Inc.



## Mayor Ashley Chooses to Run

When Calvin Coolidge was "choosing" to attend Vermont's Black River Academy, Charles S. Ashley was first inaugurated mayor of New Bedford, Mass., December 1, 1890. A few days ago Mayor Ashley was persuaded to run for his 26th term, having served 28 years.

Son of a carriage maker and a meat dealer by trade, he has the longest record of service as mayor of any living chief executive in America for cities of the 100,000 class. The growth of New Bedford from a whaling city to the home of the "fine goods" textile industry is a story of Mayor Ashley's administration. With political sagacity he combined financial capacity of high order, and New Bedford has seen nothing of the acute problems of finance of many cities in the past two years.

**New Bedford is the fourth largest Massachusetts market.** Per capita retail sales of the territory exceed the state average—exceed the New England average. Bank resources of the trade territory are over \$175,000,000, savings deposits over \$90,000,000. And Southeastern Massachusetts' ONE newspaper, the Standard-Times, Morning Mercury reaches more than 84% of the total families in the territory.

**Combined Net  
Daily 45,441 Paid**

A.B.C. Publisher's Statement, Sept. 30, 1932. Sunday Standard-Times 26,967. Population: City, Suburban, Country—203,566.

A buy at 14c per line.

**The Standard-Times**  
**MORNING MERCURY**  
BASIL BREWER, Publisher

*"Covers New Bedford, Cape Cod, Martha's Vineyard  
and Nantucket Islands like a friendly blanket."*

Representatives: GILMAN, NICOLL & RUTHMAN  
New York      Chicago      Boston      Detroit      San Francisco      Seattle



SPEAKING of upturns, we know a number of important business houses that have been more than just healthy throughout 1932. Not in years has *The Digest* had so general and so generous thank-you's from so many of its advertisers.

It means much, when we hear "Not only better on pulling inquiries, but a greater percentage are converted into orders" (office specialty) — "Over 5670 inquiries from the page" (insurance) — "Broken all previous records . . . 2100 inquiries in a single day" (re-sort) — "Inquiries for less than half the average cost" (soap) — "7392 coupons from single column, each with 10c for sample" (mouth wash)

— "The double column brought 11,602 inquiries" (ink).

These results were not accidental, or automatic—even recognizing *The Digest's* grip on the sound, sober mind of the nation. We planned and built this prosperity

— with rate reductions of 25%, buy with special services like the Advertising Guide, with two vast political posts. Based on prohibition and president (each 20,000,000 ballots), with steady advertising to the public—and with a service to readers that has no peer in its field for interest, accuracy and completeness.

Nor will the 1933 success of *The Digest* advertisers be left to take its normal course. We are planning

**S O U N D I N G - B O A R D O F  
A M E R I C A N O P I N I O N**

**T H E**

# ST- CLASS PASSAGE ON THE GOOD SHIP "1933"

mn brought to push, pull, boost, shove, and shout for better-than-expected returns to all. We are determined to put our advertisers out a little head in their fields, no matter how many the runners and how fast the pace.

Buy your sales security now. like the Ad compare qualities and compare two vast pollots. Base your drive for dollars on reality, not on hearsay, opinion llots), with hope. . . . May we give you the public further facts about our record in readers the our field? May we give you a lift for interest toward the promised land?

ness.                   ★ ★ ★

success left to take in quantity—Full circulation guaranteed, "or rebate."

**Quality**—Readers self-selected by active interest in realities.

**Economy**—Class circulation at mass costs.

Remember—*The Digest* is a first-choice magazine to people of active minds and wide interests—it ranks first in number of class A and class B homes—its readers more than any other group are able to buy electric refrigerators, radios, motor cars. See the Percival White survey, "Buying Power of Readers of Fourteen Magazines." Ask Daniel Starch for the record, "Cost per page per 1000 readers per \$1000 of income." . . . Then book an advertising passage in *The Digest* at the lowest rates ever!

# THE LITERARY DIGEST

# Sales Letters That Dealers Like to Use

Plenty of the "You" Angle Makes Them Have Plenty of Appeal for the Average Consumer Prospect

By B. F. Berfield

**A**LTHOUGH the average retailer is an unskilled letter-writer, he is inclined to be pretty critical of the letters prepared by manufacturers for him to send to his customers.

He doesn't want the letters to be too high-falutin'. Nor is he likely to be overly impressed by high-pressure sales efforts. He is perfectly willing to let an advertiser be as high-pressure as he wants to be in his advertising, but when it comes to sending out letters written by the manufacturer and containing the same type of sales material, the average dealer is likely to balk.

Most of all, however, the dealer is likely to appreciate letters with plenty of the "you" angle in them. He knows that the most effective letters of all will be those that insinuate themselves into the prospect's home and talk about the prospect's problems just as the dealer might talk about them if he were skilful enough to write effective letters.

The Armstrong Cork Company has prepared an effective portfolio (now in its fifth edition) called "Using the Mails to Sell More Linoleum." This contains a complete letter plan for the floor-covering dealer and gives him samples of more than a score of letters. Some of these are general, others are specialized.

Following are two of these letters. Note how the "you" angle has been put in almost every line. The first letter, intended to be mailed to people who are moving, carries this message:

DEAR MRS. DARLING:

Tearing up your house, packing your belongings, supervising the moving, unpacking, and resettling in the new home—we know just how busy you are.

That's why we're not writing a long

letter—merely a reminder note. You're going to like the new house, of course. It will be worth all the trouble of moving. But as you fit into it you will probably discover many things that are needed to make it altogether a home.

Perhaps you will want new rugs, new linoleum, a new chair here, or a new piece of furniture there. Perhaps pictures, odds and ends are needed to add to its liveliness. Perhaps when you moved you discarded old kitchen utensils, brooms, and other household equipment that must be replaced.

Our stock of all of these things is interestingly complete. It will be a pleasure to help you to find exactly what you need to make the new home more of a joy. May we suggest that you list your requirements and come in to see us—or telephone —, if that is more convenient?

The second letter, intended for brides, is just as specialized and just as full of the "you" angle.

DEAR MRS. BOYD:

By this time you have probably been bothered by a hundred different people offering you advice and trying to sell you things for your new home.

So we won't press any unsolicited attentions on you. You know your own requirements far better than we do, and if you need our services we feel sure that you will call on us.

The purpose of this letter, then, is simply to let you know that we will welcome your patronage whenever you care to extend it, and will fill your needs to the best of our ability.

Cordially yours,

LINOLEUM FLOORS, INC.

P.S.—Since house furnishings are probably your greatest problem at this time, you might find it profitable to inspect our stock of furniture, rugs, and kitchen equipment. We also have an unusually fine display of new patterns in Armstrong's Linoleum, the laying of which is done by our own experts.

The Bryant Heater & Manufacturing Company, manufacturer of gas heating equipment, this year prepared an elaborate and effective direct-mail campaign for its dealers.

The campaign consisted of a number of folders, but the final piece was a four-page illustrated letter, the first page to carry the dealer's imprint and a typed letter

signed by him. The dealer was given a choice of four different letters and each of these is interesting because it indicates how the "you" angle can be packed into a sales letter which is much more formal in nature than the Armstrong letters but, nevertheless, is quite effective.

In the following letter notice how many times the word "you" is used and how nicely the company has put the dealer right into the heart of the prospect's heating problems.

You're missing something. Freedom from drudgery—time you might spend with your family—and a lot of downright comfort.

These are privileges that every man and woman deserves and that you can easily have—merely by installing automatic gas heating in your home. Because gas is so uniform and dependable, all the work and watching is done by the automatic controls.

Gas makes you a present of all the hours you now spend on your heating plant. No hurrying downstairs the moment you come home, and no getting up early in a cold house to "fix the fire." Your furnace gets up before you do, and has the house warm and cozy by the time you want to dress. And all day long the temperature indoors is healthfully even and comfortable, regardless of what the weather may be outdoors.

Those who know from experience say that gas heating is the greatest single convenience a home can have. Don't miss all the freedom and comfort and ease it can give you—find out about it. Whether you plan to buy it or not, this is information every family should have. Phone us for the facts. There is no obligation whatever.

The shortest of the four letters from which the dealer is allowed to choose is packed full of selling arguments, each paragraph dealing with a specific problem close to the heart of the prospect. Again note how, without any fuss and feathers, the letter gets a hearing because of its obvious understanding of what really makes consumers buy:

Right in your own community people are living easier, more comfortable lives because they have automatic gas heating in their homes. Why should you and your family be denied these advantages—when gas heating is so easy to get?

Small down payment and long terms make purchase of the equipment a matter that can fit any family budget. Operation cost is far less than you probably think, because modern gas-designed equipment, like the Bryant,

burns the gas so efficiently that much less is required.

Every day you delay the installation of gas heating you are punishing yourself and your family—needlessly punishing them, for we can show you how you can easily afford this modern marvel of home comfort. May we have that opportunity?

H. M. Messenger, advertising manager, A. E. Nettleton Company, has had considerable experience in building letters to do an effective selling job for dealers. His company is using six letters of this type but of them he has this to say:

"The six letters serve as a starting point. While they may be just what is best for one account they may be wholly inadequate to successfully stimulate business for another dealer whose problems may be entirely different.

"We, therefore, prefer to build these direct-mail campaigns from as much of a local viewpoint as it is possible, obtaining first from the dealer a rough draft of his own, and re-writing the whole from the angle which seems to be most essential to bring results in his particular case. Of course, sometimes the letters are very similar to the original six, but frequently some purely local color improves their effectiveness as you can well appreciate."

Where it is possible any manufacturer, by following the Nettleton idea, can undoubtedly get much more effective letters. In many cases, to be sure, the work entailed would seem to be too expensive or too detailed to be worth while. On the other hand, if a company like Nettleton, whose products sell in a price range around \$10, can make this effort, it would seem that companies selling products ranging from \$10 into the hundreds could do an equally effective job.

Incidentally, these six letters, without emendations, offer some pretty good examples of "you" letters. Following are a couple of them.

It's a wise shoe that knows its own quality.

But you have a simple way to determine whether or not a shoe will serve you long and well.

Lay a pencil across the sole. If it is flat across the bottom—that's a really

fine shoe. Only fine shoemaking creates flat bottoms.

Try this test at Kleinhans. Try it on the smart new Nettletons they have for you.

\* \* \*

There is something new under the sun in men's shoe fashions.

It is the Nettleton Algonquin.

If you will go to Jacob Reed's Sons —take a pair of Algonquins in hand—look them over—try them on—you will realize why this shoe is rapidly gaining favor in smart circles.

There is literally nothing like it. Of its refreshing style, you are the judge. Of the comfort you will enjoy in it, we can make you this promise:

No previous shoe experience you have ever had can give you an idea as to

how free and easy your feet can feel in a shoe. Wear a pair. Then check that promise.

The first of these two letters, by the way, makes excellent use of the old device of getting a prospect to make a test.

Letters without the "you" angle may sell merchandise but it is fairly safe to gamble that letters that have plenty of this angle will sell more merchandise than those which obviously look at the sales problems only from the manufacturer's point of view.

### Florida Advertising Under Way

An All-Florida advertising program, sponsored by the Florida National Advertising Council, has been started and will continue through February. Newspapers and radio advertising will be used. Harold C. Colee is chairman of the council.

### Russell Rogers Elected by Valspar

Russell Rogers, for many years in charge of the Detroit office of Valentine & Company, New York, Valspar paints and varnishes, has been elected vice-president. He will remain at Detroit and will continue in charge of nitro-cellulose sales and research.

### New Size for "Fuel Oil Journal"

*The Fuel Oil Journal*, New York, effective with its January issue, will increase its type page size to seven by ten inches.

### Columbia Phonograph Moves Advertising Department

The Columbia Phonograph Company, Inc., has moved its advertising department from New York to Bridgeport, Conn.

### Form Landerd Editorial Service

William B. Landis and J. McL. Shepard, have formed the Landerd Editorial Service with offices in the Free Press Building, Detroit.

### Has Kaufman Hat Account

Kaufman Hats, Inc., New York, operating a national chain of men's hat shops, has appointed Hirshon-Garfield, Inc., New York, to direct its advertising account. Newspapers will be used.

### Made Advertising Manager, Propper-McCallum

Roberta L. Dunbacher has been appointed advertising manager of the Propper-McCallum Hosiery Company, New York. Before joining this concern several months ago, Miss Dunbacher was with the Gotham Silk Hosiery Company.

### Pepsal to Rossiter

The Imperial Metal Mfg. Corporation, Long Island City, N. Y., maker of Pepsal, a new salt and pepper container, and other specialties, has placed its advertising account with Ralph Rossiter, Inc., New York advertising agency. Magazines, business papers, direct mail and dealer help will be used.

### Leo Levine to Represent Newspapers

Leo Levine, for four years local display manager of the *Salt Lake Tribune* and *Salt Lake Telegram*, has established his own business at Salt Lake City as a publishers' representative.

### Armour Fertilizer to Locate in Atlanta

The general offices of the Armour Fertilizer Works, including the sales and advertising departments, will be moved from Chicago to Atlanta, about January 1.

### Automotive Account to Sharp

Shepard & Moore, Inc., Cleveland, automotive equipment and replacement parts, has appointed Ralph W. Sharp, Inc., of that city, to direct its advertising account. Direct mail and business papers will be used.

### Appoints Doremus

The Columbian National Life Insurance Company, Boston, has appointed Doremus & Company to direct its advertising account. A test campaign in newspapers will be used.

can feel  
en checkters, by  
e of the  
spect to" angle  
t it is  
letters  
gle will  
n those  
e sales  
anufac-

ager,

een ap-  
the  
concern  
her was  
company.oration,  
cker of  
or con-  
placed  
h Ros-  
agency.  
ct mail

nt

al dis-  
ribune  
lished  
y as a

ate in

r Fer-  
s and  
moved  
ary 1.sharp  
eland.  
ement  
sharp,  
adver-  
nessnsur-  
inted  
s ad-  
in

# Mr. Batten's Blast Brings Call for Advertising Housecleaning

Some Dusting and Sweeping Will Make Habitation More Inviting as Good Times Arrive, This Agent Thinks

By Leon Kelley

Copy Chief, Fishler, Farnsworth & Co., Inc.

ONE evidence of the public mistrust of advertising which H. A. Batten did not mention in his provocative speech, "Advertising and Hard Times: A Challenge to Business," [PRINTERS' INK, November 17, 1932], was the increasing number of prominent advertising men whose misgivings are gravitating into the spoken and printed form.

This is particularly interesting to those of us who were in print on the subject a year or more ago—indeed, as much as ten years ago! Some of us have been criticized for openly admitting that advertising, as an institution, is endangered; and naturally we take new heart in finding men of higher position at last telling the advertising world what it faces.

I beg to urge that PRINTERS' INK, as the gavel of advertising's oldest and best-known forum, will encourage still more men of prominence to follow Mr. Batten's lead. So far as I can see, it is the only way we can hope to realize a general movement toward repair. Otherwise isolated expression of the facts, no matter how eloquently and persuasively rendered, will only flame up and die down, be forgotten, while the practices needing repair will fling on with destructive momentum.

When I speak of evidence, Mr. Batten's speech is a case in point not only because of his position as vice-president in charge of copy but because of his admirable candor in dealing with the problem. If every advertising man of at least Mr. Batten's stature who agrees with his conclusions would place himself on record we should have the beginning of an effective concentration of strength. Such evidence would prove not only that the advertising world is conscious

of public mistrust and its dangers, but also conscious of its own power to repair its ways.

I use the word "repair" rather than the unhappy word "reform," for it is not a moral reform we need so much as a repair of the thinking behind the campaigns criticized. I believe it would be a colossal mistake to charge or even impute questionable motives to any advertising man, even where such motives might seem more or less apparent.

There are too many advertising men and business executives responsible for advertising expenditures who have approved campaigns wrong in principle, not under the influence of questionable motives but in deadly error regarding the selling principles involved! Asperity would lead only to charge and counter-charge of guilt, getting us nowhere. Cool consideration of comparative results over a period of time would more convincingly bring the critic and the criticized together in mutual understanding.

Unheated comparison and study of experiences must inevitably force anyone to the conclusion that the business of a given concern can grow over a period of time only in response to advertising which increasingly cultivates public faith rather than the reverse.

## No Place for Opportunistic Advertising

Where the product is honestly built on the principle of satisfactory service, advertising cannot be expected to hold public faith in spite of the product's quality if the advertising is transparently wrong in conception and obviously subject to public criticism. Where the product is cleverly built on the opportunistic idea of quick profits regardless of re-sales, advertising

designed accordingly can only harm all advertising and, as Mr. Batten says, all business in turn.

There is no place for opportunistic advertising, it should be suppressed, and if the advertising world cannot find a method of suppression the day must inescapably arrive when Government censorship will intervene with its usual disadvantages and unfairnesses to the innocent.

As a copy writer, I have a notion that the greater proportion of that offensive or questionable advertising which springs from sincere and purposeful men is evolved through the process of trying to impose an "idea" on the product.

There are no doubt some products on which entirely foreign or irrelevant "ideas" can be imposed without giving an effect of either artificiality or plain buncome. But generally speaking the best advertising is that which is evolved from the product.

An idea that grows out of a characteristic or quality inherent in the product is bound to ring true, and usually is immune to serious criticism from either the expert or the layman. It takes a higher grade of imagination and intelligence to evolve and drama-

### As Mr. Barnum Would Say

EDWARD W. RETTEW  
Advertising  
READING, PA.

*Editor of PRINTERS' INK:*

H. A. Batten is to be congratulated for the truth and timeliness of his address reported in your November 17 issue, "Advertising and Hard Times."

American manufacturers and the agencies which countenance questionable advertising might do well to remember the latter part of Mr. Barnum's oft-quoted comment on the American people.

Mr. Average Citizen is a long-suffering, patient individual (as this depression has shown) but he's nobody's fool; and the liar (to use the short and ugly word) in advertising and his agency will ultimately pay dearly to realize the truth of that very patent fact.

Congratulations to Mr. Batten and to PRINTERS' INK for giving his observations the publicity they so richly deserve.

E. W. RETTEW.

### "The Lion" Appoints

The Chas. I. Moody Company, Los Angeles, has been appointed Pacific Coast representative of *The Lion*, Chicago.

tize a *natural* idea than an *imposed* idea, but when the job is well done the results must be accordingly greater, if not in the immediate sale at least in the perpetuation of sales over a period of time.

There is nothing new about this, but it is a truth in need of perennial cultivation. Here again Mr. Batten made a vital point: "Every product worthy of being sold in the national markets at all has certain very definite sales advantages inherent in it. There is a story in every advertising account, and a good advertising man can get it out."

However, this only rehearses an act in the great drama of advertising that we are all familiar with. My first purpose in writing now is to urge that PRINTERS' INK encourage the candid expression of belief from all advertising men and from business executives responsible for advertising expenditures. The more of us who go on open record as opposed to harmful advertising, the less we shall find it in print and on the air.

Why not make 1933 a year of housecleaning? A bit of dusting and sweeping will make our house more inviting to the public when better times come round!

### Buick Advertises New Models

Advertising has started on Buick's 1933 models, which feature the new no-draft ventilation heralded in recent advertising by the Fisher Body Company. The campaign, in set-up, follows the intensive drive which was conducted last year.

High-lights include personal messages to 500,000 Buick owners, each message signed by W. A. Blees, general sales manager of the Buick-Olds-Pontiac Sales Company. A teaser campaign in outdoor advertising will be followed by large space in more than 2,000 newspapers the end of this week.

National weeklies, monthly magazines, alumni publications and farm papers will also be used. The regular broadcast on the General Motors' hour, for this week, will be devoted to the new models.

### Tourist Service to McJunkin

The Universal Tourist Service, Chicago, has appointed the McJunkin Advertising Company, of that city, to direct its advertising account. Newspaper and radio advertising will feature a service to visitors at the Century of Progress exhibition.

# A SALES-MANAGER SOLVES A PROBLEM

**Given:** His company manufactures a well-known branded product and distributes through semi-exclusive retail outlets.

**Problem:** To direct prospects who want this brand to the nearest *authorized dealer* — thus preventing the loss of honestly earned sales to high-pressure competition.

**Solution:** He adopted the "Where to Buy It" method of dealer identification:

1. He listed authorized dealers under his company's brand name in classified telephone books.
2. He referred prospects to these listings through his consumer advertising.

**Example:** One typical "Where to Buy It" listing is shown below. Other examples that might be cited include such names as: Stromberg-Carlson, Goodrich, 'blue coal', Buick, Toledo Scales, Enna Jettick, Hertz, Greyhound.

Your sales or advertising counsel can work out a specific example for your own particular case, whether you sell a product or a service, and whether you distribute locally or nationally. Or you may write or telephone: Trade Mark Service Manager, American Telephone and Telegraph Company, 195 Broadway, New York (EXchange 3-9800) — or 311 West Washington Street, Chicago (OFFicial 9300).



# AMERICA'S RICHEST HO

**Here Advertisers Can Sell with Economy  
The Man Who Builds, The Architect, The  
Decorator and The Equipment Engineer**

The publishers of **HOME & FIELD**, **TOWN & COUNTRY**, **AMERICAN ARCHITECT** announce the formation of THE STUYVESANT BUILDING GROUP. The new Group meets an imperative need of the times in the field of fine residential construction: class coverage of the consumer, the architect and the trade with economy of cost to the advertiser.

**HOME & FIELD** is read by modern American families who build houses ranging in cost from \$12,000 to \$60,000. Exponents of "primary patriotism"—distinctive home life—value **HOME & FIELD** for its freshness, its appreciation of the needs of the homebuilder of today, its peculiar ability to discover for them the desirable new ideas in building, decoration, equipment, gardening.

**TOWN & COUNTRY'S** sphere of circulation is the upper income bracket, 19,688 families who pay 69% of the income tax and who represent 69% of the purchasing power. Social eminence is reflected by their standard of living. They build city and country homes expressive of the finest American ideals in architecture, landscaping and decoration, and costing from \$50,000 upwards. Virtually every home, American or foreign, made famous by its architecture, its landscaping or its interior decoration and furnishings is lavishly pictured in **TOWN & COUNTRY**.

**AMERICAN ARCHITECT** founded in 1876, is the most widely read and influential publication in the field of architecture. Its prestige as a factor in advertising is due to the position it occupies professionally and in a trade sense. **AMERICAN ARCHITECT** is read by more than 6,200 architects, and by representative engineers, landscape architects and equipment specialists as well.

The advantages offered to advertisers are increased by the opportunity to use this combination with ECONOMY. Special group rates and discounts enable you to place a completely effective advertising program in this group at a saving of from 15 to 25 percent. Use it adequately in 1933. For rates and information send for the new **STUYVESANT BUILDING GROUP** rate card.

# THE HOME BUILDING MARKET

AMERICAN ARCHITECT

HOME & FIELD

TOWN & COUNTRY



## THE STUYVESANT BUILDING GROUP

Laurence A. Weaver  
Director Group Sales

572 Madison Ave.  
New York City

# Four Sales Fundamentals for 1933

How Chrysler Is Meeting Extraordinary Condition Wherein Improved Selling, Not Better Production, Is Main Need

By J. W. Frazer

General Sales Manager, Chrysler Sales Corporation

**I**N most lines, manufacturing processes and the ability to accomplish production have been well solved and standardized—but the talents and ability of the sales department are not and never will be standardized.

The major problem today, therefore, is sales—which embraces:

*Ability* to determine what the public wants in a product.

*Skill* to present a product for sale.

*Talent* to devise methods of merchandising.

*Executive Leadership* to organize and direct the activities of great bodies of distributors, dealers and salesmen in the field.

That is why the sales manager's position is more important than it has ever been to American business. That is why, through the purchase of proper sales and advertising talent (rather than the purchase of raw materials at low figures), many manufacturing institutions must fortify and insure their future prosperity. And that is why in future years you will see large corporations headed by men who have come up through the channels of salesmen.

With this increased importance which will be attached to the sales manager's position there will come enlarged opportunity—but also greater responsibility. How are we going to shoulder this responsibility?

I will tell you how we, in the sales department of the Chrysler Sales Corporation, plan to approach this problem, and I shall give you some of our ideas of what we believe are fundamentals necessary to selling in the market of today.

One of the first of these fundamentals, we believe, is that *per-*

*sonality must be put into our selling*, and we are endeavoring to do this.

Last April we started to bring Mr. Chrysler's personality into our Plymouth merchandising program. You have perhaps seen our Plymouth advertising in which Mr. Chrysler's portrait and direct quotations from him have appeared. Similar application of the personalities of other executives and individuals taking important parts in the design, manufacture, and sales of our product has been employed.

## *Personality Appeals to Public*

We want to carry Mr. Chrysler's personality to our buying public—because we believe the public is interested in becoming more familiar with the great personality which is reflected in Chrysler-built products—and learning of the deep personal interest Mr. Chrysler has in all phases of the business bearing his name they will be attracted.

This fundamental of injecting personality into our selling was further elaborated in the recent International Radio Business Conference November 1, when the new Plymouth six model was officially announced.

We were not content merely to hold meetings at twenty-five key centers in the United States, sending sales executives from the various corporation divisions to convey a message from Mr. Chrysler or even to supplement this with a talking picture of Mr. Chrysler—so we arranged through the use of a national radio hook-up the broadcast of Mr. Chrysler's story told by himself in his own words, in addition to a message direct from Mr. Zeder, the head of our engineering division, and Mr. Hutchinson, the chairman of the board of the Plymouth Motor Corporation.

We want our distributors and

Portion of an address at the sixth annual sales executives conference of the Sales Managers Bureau of the St. Louis Chamber of Commerce.

dealers to feel that we are real individuals—that it is for our common interest that they be familiar with our factory and our operations just as we keep ourselves familiar with their businesses and their operations. We visit with them in the field frequently and we have them call and see us at the factory whenever possible. A standing invitation is extended to each of them to call upon us for frank discussion of problems with which they are confronted in connection with the development of Chrysler and Plymouth business.

It is our practice when considering changes in policy nearly always to consult with certain representative members of our distributing body—and these meetings never fail to bring forth most fruitful results, because they are frank and serious discussions in open forum of the problems and conditions having a direct bearing on the sale and distribution of our product.

The next fundamental we feel is that of *leadership or aggressiveness in our sales effort*.

In these days when competition is the keenest in the history of industry, when the problems of the manufacturer, the distributor, and all businesses are complex and manifold, unless every individual connected with our sales department is aggressive, positive and strong, we have a chain with weak links.

We select the best men we can find for our own field organization. We tell them we are going to ask them many things that we had not asked for before. We expect them fully to realize that in these days of hard selling they must extend themselves further and fight harder to accomplish results which can be considered the one-half portion or more that we are striving for.

#### *Visiting the Men in Their Territories*

We extend to our men every possible co-operation, however. We visit with them in their territories. We have them come in to the factory frequently, because we realize that in these times a salesman in the territory must be given en-

couragement by his superiors—he must be given an opportunity at frequent intervals to lay his difficulties on the table and receive the enlightenment to be gained by the opinions and point of view of others connected in the business with him.

This same fundamental is carried through our distributor body and we approach those men who have large investments in their own institutions for the distribution of our product in the same manner that we approach the men on our own pay-roll.

#### *Develops Executive Abilities*

In manifesting ourselves in this aggressive manner we find that the sense of responsibility on the part of our own field men and our distributors is constituted in greater development of their executive abilities and the attainment of better results in their contacts with the field organizations under their jurisdiction.

Another fundamental is one calling for the exercise of good common sense and judgment, and that is, *directing our sales effort where there is volume*.

We plan to concentrate our efforts on areas that are most productive—where we can look for the big volume of business to come from. We do not mean by this that we will neglect entirely the areas where less volume is available. We want to work these territories as well, and keep our outlets in them alive so that we will be prepared to draw increased volume from them when ultimately they come back.

To place this fundamental in operation, those charged with the direction of the sales department must constantly keep themselves intimately familiar with the market trends, economic conditions, etc. This knowledge will be obtained, of course, from the surveys and study of the statistical department but it must be augmented with a personal knowledge on the part of the sales executives—and this personal knowledge will be gained only by constant contact with the field organization at large and frequent personal visits in the field.

A fourth fundamental is that the cost of selling must be limited to an amount which will not impair proper territory coverage. We realize that business this year will be secured at a considerable expense and that it will be difficult to measure expense in terms of volume. However, our plan of operation requires the anticipation of and the budgeting of every possible item of expense—and once the budget has been established it is our aim to live religiously within it.

In 1929, some sixty days after the crash in the stock market, Mr. Chrysler insisted that his sales division—and in fact, every department of the business—reduce its expenses. At that time the expenses of the Chrysler Sales Division were reduced 60 per cent under what they had been running previously. Since then further reductions have

### Take Over "Country Life" and "American Home"

The Country Life - American Home Corporation, recently organized, will, on December 1, assume control and management of *Country Life* and *American Home*, publications of Doubleday Doran & Company, Inc.

Officers of the new Company are: W. Herbert Eaton, president and treasurer; Henry L. Jones, vice-president, and Reginald T. Townsend, secretary, who have been directors of the Doubleday Doran company for many years. They have been associated together for nearly a quarter of a century in the editorial, circulation and advertising direction of these magazines.

For the present the main office will be located at the New York office of Doubleday Doran. Branch offices at Boston, Chicago and Santa Barbara will continue in charge of the present managers. Both magazines will be printed at Garden City as heretofore.

### Has Corset Account

The Rite Form Corset Company, New York, has appointed the Waters Merchandising Corporation, of that city, to direct its advertising account. Newspapers, business papers and direct mail will be used.

### Antonow, President, Vivaudou

Samuel L. Antonow has been elected president and general manager of V. Vivaudou, Inc., New York, perfumes. Henry J. Moller has been made vice-president and sales manager.

been made in all items of expense.

We reduced the number of men in our field personnel. We abolished district offices. Each of our men in the field and each department in the home office was required to prune budgets frequently.

But now, we are adding men because we firmly believe that there is developing in this country the largest potential for automobile buying that has ever existed. We don't know when this flood of buying will be released but we do know it cannot be held back indefinitely, and when it comes we want to be ready for it.

We can be prepared to capture our goal in our market only by keeping our outlets for our product open and functioning—and we have determined to spend our sales and advertising appropriations in a manner which will build this opportunity for us.

### Death of R. M. Eastman

Robert M. Eastman, chairman of the board of directors of the W. F. Hall Printing Company, Chicago, died at that city last week. He was also vice-president of the Photoplay Publishing Company and chairman of the Chicago Rotoprint Company. Mr. Eastman joined the Hall organization in 1893. He lacked a few days of being sixty-three years old.

### Choose Dowd & Ostreicher

H. N. Hartwell & Son, Inc., Boston, distributor of PetroKarbon, a new solid fuel, has appointed Dowd & Ostreicher, Inc., advertising agency of that city, to direct its advertising account. Newspaper, business paper, outdoor and radio advertising is being used.

### Gummerson Agency Resumes

The C. K. Gummerson Company, Pittsburgh, has been re-established as an advertising agency under the direction of C. K. Gummerson, formerly president of Gummerson, Martin and Walter. Headquarters are at 524 Penn Avenue.

### To Join McKim Agency

J. J. Gallagher, formerly vice-president of the Desbarats Advertising Agency, Ltd., Montreal, will join the Montreal office of A. McKim, Ltd., advertising agency, on January 1.

### Heads Standard Alcohol

Frederick Henry Bedford, Jr., a director of the Standard Oil Company of New Jersey, has been elected president of its new subsidiary, the Standard Alcohol Company.

expense.  
of men  
abolished  
men in  
ment in  
ired to

men be-  
at there  
try the  
omobile  
ed. We  
of buy-  
we do  
ack in-  
mes we

capture  
only by  
r produc-  
and we  
ur sales  
ns in a  
his op-

man  
t of the  
F. Hall  
at that  
resident  
Company  
toprint  
the Hall  
a few  
old.

icher  
Boston,  
w solid  
reicher,  
city, to  
News-  
d radio

umes  
company,  
d as an  
action of  
resident  
Walter.  
enue.

ancy  
resident  
Agency,  
Montreal  
Advertising

ol  
a di-  
any of  
resident  
standard

## Circulation Charge Is Throw Out of Court

**D**ISMISAL of charges against four executives of the Youngstown, Ohio, *Telegram*, a Scripps-Howard Newspaper, before they had an opportunity to present their side of the case in court, abruptly closed a trial of interest to advertisers and publishers.

The indictment, which charged fraudulent advertising in connection with publication of the *Telegram's* circulation statements, followed a long series of incidents including editorial criticism of certain public acts of the prosecutor. The prosecution presented fifty-three witnesses on the stand, the *Telegram* none.

The circulation statement involved was the one of October 1, 1931. A corrected statement was made to the Audit Bureau of Circulations on December 28 of that year, showing a deduction of 912 copies. Advertisers, both national and local, were notified of the deduction and the circulation men involved were discharged.

Following dismissal of the case without defense witnesses having been called, the four *Telegram* executives involved issued a joint public statement presenting the testimony of the defense. The case was quickly thrown out of court when it became evident that the trial was a chapter in a political fight between a prosecuting attorney and a newspaper, which stirred the taxpayers of Youngstown to protest the expense of the prosecution to the county.

### Gardner Starts Business

Samuel A. Gardner, formerly New England manager of *Liberty*, has opened an office at Boston as a publishers' representative.

### Freeman Shoe to Stack-Goble

The Freeman Shoe Corporation, Beloit, Wis., has appointed the Stack-Goble Advertising Agency, Chicago, to direct its advertising account.

# business now!

That is what every manufacturer and retailer in the country is crying. *Business, today*; not next month, not next year, but right now. Markets that used to be active and profitable mean nothing today. So, if they can't produce why spend money trying to get business that just doesn't exist?

If you are selling Newark and the rich (it still is) North Jersey consumer market you are in one of the country's brightest spots. Newark department stores have recently reported sales to be off only slightly from a year ago and the lowest loss percentage in the entire Federal Reserve District. That's something to shout about these days. Chain stores reported favorably, too. Business in Newark is not only good, it's getting better.

Spend advertising dollars where you know business is strong, where there is business. It doesn't cost much to actually sell this unusual market. Just one advertising schedule, but it must be in this medium.

## Newark Evening News

EUGENE W. FARRELL  
Business and Advertising Mgr.  
215-221 Market Street  
Newark, New Jersey

O'MARA & ORMSBEE, INC.  
General Representatives  
New York Chicago Detroit  
Los Angeles San Francisco

## **Giving the Secondary Product a Place in the Advertising**

**Butter, Cream and Cheese Are Effectively Presented in This Milk Campaign without Intruding on the Major Story**

**M**ILK is the major product of the Gridley Dairy Company, of Milwaukee. A newspaper campaign is featuring this product. But butter, cream and cheese, secondary products, are receiving the attention which they deserve.

In each advertisement a column strip down one side is devoted entirely to these products. Sometimes it is butter, sometimes cream and sometimes cheese. This arrangement not only permits ringing in the secondary products, but lends itself to the squeezing process necessary when smaller space is used in other publications.

Each column is an advertisement within itself, and each benefits from the weight and attention value of the parent layout.

The milk campaign itself deserves a few words of mention and praise. First of all, the layouts are clean and simple. There is no confusion.

The advertisements are necessarily institutional in character, since milk is not a product which lends itself to competitive advertising. It isn't a question of "What kind of milk?" but, "What kind of company does the handling, pasteurizing, bottling and delivering?"

This series presents the institutional angle and the old, time-worn health angle in a manner which is fresh and interesting.

The advertisement reproduced here is typical of the series.

The copy in all of the advertisements will have an especial appeal.

to parents. Here, for example, is what they read about the same little girl in another advertisement, "Dedicated to a Princess in Gingham".

*Each Column Featuring the Secondary Products Is a Complete Advertisement in Itself*

"No silks nor satins proclaim her regal glory. . . . No marble palaces houses her in majestic splendor. . . . Her throne is but a Daddy's lap or a Mother's arms . . . and her kingdom is but a playroom. . . . Beautiful women envy the blush of roses in her cheeks . . . and strong men pause to seek her smile. . . . She is the Tiny Tyrant of that place called 'Home.'

"To you, 'Little Princess in Gingham,' and all of your Royal Playmates, we at Gridley, dedicate

our entire purpose . . . that you may always have an abundant supply of pure, fresh, rich milk. . . . Milk that will build strong bones and sound muscles. . . . Milk that will give you a vigorous mind and body when the time arrives that you must seek new worlds to conquer. . . .

"We accept the obligation you have placed upon us to guard your health . . . and we pledge ourselves to protect your milk with every safeguard known to modern science . . . and to exercise that 'extra precaution' and 'extra care' so essential to milk that is truly safe. . . ."



## Enter for Packaging Awards

**P**ACKAGES developed and put on the market between January 1, 1932, and February 13, 1933, are eligible for entry to win the Irwin D. Wolf trophy, awarded by the American Management Association. The award will be presented at the Third Packaging, Packing and Shipping Conference, Clinic and Exposition to be held in New York from March 7 to 10.

In addition, honorary awards will be presented for the best packages in eleven classifications, which differ materially from those that determined last year's awards, on the recommendations of the classification committee of which C. B. Larrabee, associate editor of *PRINTERS' INK*, is chairman.

This year's classifications follow: Tin; glass, molded plastics; collapsible tubes; wood; visible display packages, such as transparent

cellulose, glassine, etc.; paper bags and envelopes; set-up boxes; folding cartons; canisters, such as containers of board or fiber body with tin top and bottom, and miscellaneous. An award to shipping containers, the committee believes, might lead to a greater consciousness on the part of manufacturers of the importance of applying artistic standards to the shipping container.

Judges who will determine the winning awards are: Richard F. Bach, Metropolitan Museum of Art; Harry L. Gage, president, American Institute of Graphic Arts; C. F. Kettering, General Motors Corporation; Edward Molyneux, art director; Dr. Paul Nystrom, Columbia University; Harriet Sartain, dean of the Moore Institute of Art, Science and Industry, Philadelphia, and Marion C. Taylor, stylist.



### Follmer-Clogg Appoints Geare-Marston

The Follmer-Clogg Company, Inc., Lancaster, Pa., has appointed Geare-Marston, Inc., Philadelphia, to direct the advertising of its umbrellas, effective January 1.



### Transfer Pierce-Arrow Truck Division

The manufacturing, engineering and sales headquarters of the truck division of the Pierce-Arrow Motor Car Company is being moved from Buffalo, N. Y., to Cleveland.

### Represent Yachting Journal

*Pacific Coast Yachting*, Los Angeles, has appointed Knox, Inc., New York, as its advertising representative in the Eastern territory and Fred R. Jones, Chicago, as its representative in the Mid-West.

### New Business at Seattle

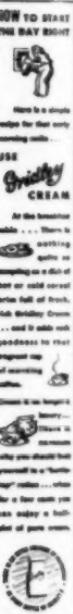
Briem, Williamson & Hunter is the name of a new business in the Lowman Building, Seattle, specializing in advertising and advertising novelties. Principals are Walter Briem, Ray Williamson and James Hunter.

### New Account to Miller

The Oakes Manufacturing Company, Tipton, Ind., hatchery and poultry farm equipment, has appointed the Miller Agency Company, Toledo, Ohio, to direct its advertising account.

### Changes Size

*The Auto Truck Food Distributor*, Chicago, will change its type page size to 4½ by 6¾ inches, beginning with the December issue.



ducts Is a

claim her  
the palace  
splendor.  
Daddy's  
and her  
m. . .  
blush of  
d strong  
ile. . .  
of that

cess in  
er Royal  
dedicate



## *The* **SALES MANAGER'S GOOD MAN FRIDAY**

Bleary theories won't sell a bill of goods these days. Neither will side-splitting humor, big black cigars, desk smashing and facial grimaces that would shame an old-time Shakespearean tragedian.

The sales manager's good man Friday is—FACTS. It is on the basis of facts that he must plan his sales strategy. And it is with the self-same equipment that his men must fare forth.

\* \* \*

Such facts, for example, as will be found in the following articles, all scheduled to appear in the DECEMBER ISSUE of PRINTERS' INK MONTHLY:

"14 Checks on Salesmen's Waste Time."

"A 1932 Sales Convention for a Force of Nine Men."

"Why These Companies Will Not Use Sales Quotas Next Year."

"Plans That Cut Waste Out of the Salesmen's Expense Account."

"Demonstrating a Hidden Sales Point."

USE COUPON ON OPPOSITE PAGE —————→

## Printers' Ink Monthly—December 1932

Sweep the Cobwebs Out of Advertising's Attic . . . . .	17
Demonstrating a Hidden Sales Point . . . . .	19
Die-Cut Mailing Pieces Win Attention . . . . .	20
A 1932 Sales Convention for a Force of Nine Men. <i>John H. Braden</i>	21
False Faces. <i>H. A. Batten</i> . . . . .	22
The Future of Advertising Agency Service . . . . .	24
Winning the Ex-Customers of a Defunct Rival . . . . .	25
How to Squeeze Extra Profits Out of the Package. <i>H. W. Marks</i>	27
The Fallacy of the Inquiry . . . . .	28
Shout—If You Want the Dealer's Ear . . . . .	29
Plans That Cut Waste Out of the Salesmen's Expense Account . . . . .	31
<i>W. B. Edwards</i>	
"Please Ship Three Dozen Assorted Houses." <i>R. J. Dudley</i> . . . . .	32
We Tried to Place a \$2,000,000 Advertising Account . . . . .	35
The Artist Comes Down to Earth. <i>Nathaniel Pousette-Dart</i> . . . . .	37
Can You Pick the Winner? . . . . .	38
14 Checks on Salesmen's Waste Time . . . . .	39
Who Dictates My Prices? <i>Amos Bradbury</i> . . . . .	41
Colorful Paintings Build Exposition Attendance . . . . .	42
I Fought Speculative Plans, but Now— . . . . .	44
Window Displays That Select Prospects. <i>Francis D. Gonda</i> . . . . .	46
Why These Companies Will Not Use Sales Quotas Next Year . . . . .	49
<i>Andrew M. Howe</i>	
Four Advertisements I like. <i>Don Francisco</i> . . . . .	52
What May and May Not Be Done with Third-Class Mail . . . . .	54
<i>E. B. Weiss</i>	
Merchandising That Routs the Second-Hand Problem . . . . .	58
<i>Thomas F. Kelly</i>	
Births—Deaths—and Markets. <i>Louis I. Dublin</i> . . . . .	61
Dealer Helps of the Month . . . . .	64
Fifty Questions and Answers on Engraving. <i>Harald J. Torgesen</i>	67
The Pied Typer . . . . .	74

PRINTERS' INK MONTHLY, 185 Madison Ave., N. Y. C.

Gentlemen:

Please send me Printers' Ink Monthly for the next year beginning with the December issue. I'll expect you to send an invoice for \$2.00 to cover my year's subscription. (Foreign and Canadian extra)

Name \_\_\_\_\_ (position) \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City and State \_\_\_\_\_

# Christmas Cards Should Not Have Order Blanks Attached

THE COMMERCE OF THE NATION

MONTRÉAL, CANADA

*Editor of PRINTERS' INK:*

It happens that I have been devoting a considerable amount of concentration to the subject of writing or designing some attractive and unusual Christmas message.

I have found that the ordinary Christmas greeting card from a publisher of a national business magazine seldom arouses any comment from business executives, advertising managers, advertising executives and space buyers. Last year, a short snappy letter of about fifty words aroused a considerable amount of interest.

I wonder if you would be good enough to send me a few thoughts on this particular subject.

K. J. MCARDLE,  
*Managing Editor.*

**I**N another week or two the deluge of Christmas cards will start. We will get them from our friends and our enemies, from our relatives and from our tradesmen, from our suppliers and from those who hope to supply us.

Most of these cards never should be sent. They are an utter waste of money. The sentiments are trite, their sincerity is doubtful, their purpose is obvious. Some of them brazenly include a sales message and we would not be surprised to receive one with an order blank attached.

The custom of business houses sending out Christmas cards with

personal messages in wholesale lots to people with whom there has been little or no personal relationship, is of doubtful value. Probably the same amount of money invested in other ways would bring bigger returns.

Back in 1928, Jules Freedman, advertising manager of the Manhattan Shirt Company, stirred the wrath of a number of sentimentalists when he declared in a *PRINTERS' INK* article that he received entirely too many business Christmas cards, and that many of them did more harm than good. Immediately, a number of other business men sprang to the defense of the Christmas card. But we think he talked sense when he said:

"The Christmas card of a business house should be based on friendship and not on business."

Christmas and other holidays have been over-commercialized to such an extent that most of the rhymes and good wishes mean little to the recipient.

So we say, cards from individuals to other individuals, based on friendship rather than business, are worth while. But a Christmas sentiment which is really a poorly disguised business solicitation is not to be recommended.—[Ed. *PRINTERS' INK*.]



## Blackman Opens Detroit Office

The Blackman Company has opened a Detroit office at 1959 East Jefferson Avenue. George Johnston, formerly factory sales executive of the Hudson Motor Car Company and at one time with C. C. Winningham, Inc., Detroit advertising agency, as Hudson account executive, is one of a staff of several executives of the new office.

## Death of E. A. Van Valkenburg

Edwin A. Van Valkenburg, for many years editor and publisher of the Philadelphia *North American* before it was absorbed by the *Public-Ledger*, died on November 26, at the age of sixty-seven.

## Kenyon Stevenson with Firestone

Kenyon Stevenson, formerly director of advertising of the floor, cork and insulation divisions of the Armstrong Cork Company, has joined the advertising staff of the Firestone Tire & Rubber Company, Akron, Ohio.

## Pelz, Editor-in-Chief, "Food Trade News"

Victor H. Pelz has been appointed editor-in-chief of *Food Trade News*, new publication of the Topics Publishing Company, New York. For the last five years he has been with the American Institute of Food Distribution.

# Entire Line Is Repriced; More Advertising; Sales Jump

(Continued from page 5)

J. Work with us in building for the future.

4. Please read the following detailed description of the new plan.

Then came details of discounts and new prices, the cuts ranging from none at all on one item to a cut of 50 per cent on six items. Thirty-one items were reduced 33½ per cent. Then, to carry my point of the value of frankness in presenting the final outcome of so thorough an investigation, read the following announcement that was made to wholesalers, and realize how many manufacturers surround so new a policy with all sorts of confusing legal language:

"One of the earliest investigations made was to determine the consumers' purchases of 'Pyrex' ware by counties. Some remarkable discrepancies were found—counties and cities near each other varied greatly. These comparisons were made on a basis of income-tax returns, total population and native white families.

"To assist in ascertaining the influence of distribution on such variations, a complete record of every customer on our books of each trade class was compiled. This record covered annual purchases 1915 to 1930. Frankly, this was also done because certain wholesale customers have told us (1) we were selling too many wholesalers, (2) we were selling many retail accounts which should have been theirs—accounts not rightfully classified as department stores or departmentalized housefurnishing or specialty stores.

"It must be remembered that when 'Pyrex' ovenware was brought out in 1915, jobbers did not want to handle it. That was only natural—no demand existed, the product required introduction and promotion. Accordingly, our efforts had to be directed to the retail trade. After the public acceptance, which came quickly, jobbers wanted the line and we wanted

jobbers to have it. It was given to them, and slowly many direct retail accounts which we had started in the early days were turned over to the wholesalers. As time went on we were told repeatedly by jobbers that too many accounts were retained by us—and not of the trade-class which we had reserved for direct sale. Accordingly in three different years more direct accounts were released to jobbers.

"By the end of 1930 there were 2,571 retail accounts in 750 cities of 10,000 upward not buying from Corning which had purchased directly at one time. There were 644 direct accounts in 374 cities with a population of 5,000 to 10,000 which had ceased direct buying by 1930.

## What an Investigation Revealed

"We wanted to know what had happened to them. Four large sections of the United States were investigated. Some of the retailers had gone out of business, some had discontinued housewares. Many, we are glad to say, were buying from jobbers as we had hoped. But it was found that many stocks were unbalanced, displays not always attractive, knowledge of the line frequently incomplete. In short, constructive sales effort with and by many of these retailers had virtually disappeared.

"It is not the retailers' fault. *It is our fault and yours.* Here were many stores which had helped us introduce 'Pyrex' ware, and which had been turned over to wholesalers after a time—their interest had been allowed to decline from sheer neglect.

"It has been most impressive to see the large number of orders received at the factory direct from the consumer. During each of the last three years these have increased. In 1931 these orders were almost 80 per cent greater than those received in 1930. The con-

**There is just  
one magazine**

Produced expressly for the  
Y. W. C. A.—the largest  
women's organization in the  
world. That magazine is

**THE WOMAN'S PRESS**

It is read, used as a guide,  
and kept for reference by the  
leaders of the Y. W. C. A.

Isn't it logical that the best  
means of selling your product  
to these women is through the  
advertising columns of their  
own national magazine?

Write or call for complete  
facts.

600 Lexington Avenue  
New York, N. Y. Plaza 3-4700  
*Dorothy Putney, Adv. Mgr.*



MOST of the articles in each issue  
of the PRINTERS' INK Publications  
are of more than timely interest.

Long after they appear you will find  
in them points that will help you de-  
cide a current sales or advertising  
problem of your own.

To facilitate in preserving copies we  
furnish binders that will be an attrac-  
tive addition to your library.

These binders are sold at cost. The  
Weekly binder, holding ten or more  
copies, \$1.25, postpaid. Monthly binder,  
holding nine copies, \$2.00.

**Printers' Ink Publications**  
185 Madison Ave. New York

clusion is obvious. The consumer  
cannot in many cases find what  
she wants when she wants it.

"In order to correct this situa-  
tion we shall soon have a force of  
missionary men in the field calling  
upon the retail hardware and  
variety trade, helping them with  
displays and merchandising, and  
taking orders to be filled through  
the jobber selected by the store.  
They will call upon at least 5,741  
retail stores in the 641 dominating  
retail centers of the United States.  
All of these stores are reserved  
for you. Of this number 4,005 are  
retail hardware stores each doing  
an annual volume of \$30,000 up-  
ward. The primary duty of these  
men will not be to sell. They are  
to help the retailers and to find out  
which jobbers are properly cov-  
ering and selling the trade and which  
jobbers are not.

"It is not our intention to work  
with every possible retail outlet.  
Investigation has shown that too  
many stores in one city can have  
the line. Under such circumstances,  
the volume of each is not large  
enough to get or deserve active  
merchandising support. Ordinarily,  
a certain limited number of stores  
in each city can get 90 per cent of  
the business. Our missionary men  
will operate on that basis. Naturally,  
we do not mean for you to  
discontinue selling any store  
desiring to purchase. We want only  
to make certain that the leading  
up-to-date stores, which should  
have the line, stock and merchan-  
dise it."

Having shared with the whole-  
saler the faults of the past, the  
company then told him in simple  
language what he was expected to  
do in the future and how it would  
work with him to make more  
profits and also what it was doing  
to study his problems. Thus the  
freight difficulty was handled thus:

"Freight has been a heavy bur-  
den of cost to the wholesale trade.  
The rate increases of December,  
1931, added to this burden, and de-  
creased your profits. To some  
points the rate increase was as  
much as 33½ per cent.

"Such a price reduction as that  
being made, increases substantially

consumer and what it. This situation force of calling are and him with ing, and through the store. Last 5,741 remaining States. reserved 4,005 are with doing 1,000 up of these. They are find out by cover- and which

to work outlet. that too can have instances, not large active ordinarily, of stores per cent of ordinary men. Naturally you to store de- want only leading should merchan-

the whole- past, the simple ex- pected to it would ke more was doing. Thus the called thus: heavy bur- ale trade. December, and de- To some was as

as that substantially

the percentage of freight cost to the cost of the ware. Freight is paid on weight and not value. The jobber's margin of profit would have been reduced still further under the new prices.

"We wanted to know how much. "Twelve actual l.c.l. shipments were selected. These had a normal combination of items and ranged in weight from 487 pounds to 3,276 pounds. The freight costs at present rates and at old and new retail prices were figured to 50 cities in all parts of the United States—each of 206 other cities have freight rates virtually the same as some one of those cities selected. Actual carload shipments were also studied. The exact effect on gross margins was obtained. Because of the number of cities involved, the results cannot be shown here.

"If you are interested in the figures for your city, our representative has complete information."

The company told both jobber and retailer that to carry out all the new plans and make them successful in building more profits "Pyrex" would increase its advertising expenditure this fall by 40 per cent, using a new type of copy.

Various types of advertising copy had been tried out in different cities. The sales department counted the stock in every outlet in such cities, even in the cellars; ran advertisements of one sort for three weeks, then switched. The results in moving stock in each store were checked each week.

The present advertising campaign was influenced by these findings.

This reaching down into the broader market has jumped "Pyrex" sales amazingly. In the first ten days after the news broke to jobbers and the national advertising started to synchronize with it, more than a million pieces of "Pyrex" were shipped out of Corning. This provided additional work for nearly 200 people. At this writing nearly two months later sales are still breaking records.

This is the largest shipment during any similar period of the company's existence. Reorders are coming in; sales have jumped several hundred per cent.

**Foster and Kleiser COMPANY**



Mr. GEORGE BELSEY  
President, The George Belsey  
Company, Limited  
General Electric Refrigerators  
Los Angeles, California

Mr. Belsey says:—

**"Outdoor Advertising has been a Vital Factor in the rapid growth of the electric refrigerator industry here in Southern California."**

"It helped us to win quick recognition when we were starting our General Electric refrigerator sales five years ago, has helped others the same way, and is a continuous part of our program."

Here is another example of the adaptability of Outdoor Advertising. A strong advertising tie-up between a distributor and a manufacturer works to the advantage of both. The distributor profits through his identification with nationally advertised products. The manufacturer profits through the additional advertising of his product thus provided by the distributor.

Outdoor Advertising accomplishes these ends Effectively and Economically. This is especially true on the Pacific Coast where distributors and retailers have become enthusiastic users of Outdoor Advertising. They have found that an Outdoor medium befits an Outdoor population.

Investigate the Outdoor Advertising facilities of Foster and Kleiser Company in 600 cities and towns in California, Oregon, Washington and Arizona.

**Foster and Kleiser COMPANY**

GENERAL OFFICES: SAN FRANCISCO  
Operating plants in California,  
Washington, Oregon and Arizona  
Offices in New York and Chicago

# What Salesmen Can Learn from Graphic Selling

It Teaches How to Dramatize Arguments and Bring the Story into the Prospect's Problems

By Don Gridley

OF all the devices created to make salesmanship as nearly fool-proof as possible, probably the most effective has been the graphic sales presentation as it has been developed by leaders in the electric refrigerator, washing machine and other industries.

In preparing presentations of this type the manufacturer realizes his handicap in being one or two steps removed from direct supervision of the salesmen. His own sales force, being employed by him, stands in a close personal relationship. On the other hand the distributors' sales forces report to the distributors and not to the manufacturer. This means that there is a gap which is difficult to bridge without specific sales help.

The result has been that many manufacturers have worked out a definite technique which has proved highly effective. This was described recently in *PRINTERS' INK*.\*

An examination of the material used by a dozen manufacturers gives rise to the thought that there are many companies which could adopt some of the principles of the graphic sales presentation to the direct handling of their salesmen. This does not mean that they should adopt the idea without change but rather by making a study of the way in which these presentations are prepared for distributors they can get an idea of helping their own salesmen prepare sales material and sales talks in their work with dealers.

For instance, in every presentation studied no opportunity was left for the salesman to forget to summarize his sales talk.

In a portfolio prepared by the Copeland Sales Company, one of

the last pages summarizes fifty features of the Copeland refrigerator. It is doubtful if a very high percentage of manufacturers' salesmen could, if asked, set down an effective summary of as many as 90 per cent of the reasons why a dealer should buy or why he can sell to customers.

In personal salesmanship, of course, the wise salesman does not try to summarize his story for every prospect but there is little question that far too many salesmen leave many loose ends hanging when they have finished their sales talk. Many of these salesmen, through force of habit, eventually work out a more or less standard presentation which emphasizes certain points and overlooks others entirely.

## *An Effective Handling of the Summary Idea*

The summary idea is very effectively handled by the Hurley Machine Company by a spread in the portfolio. Six questions are listed as follows: "Will it wash clothes clean? Will it injure the clothes? Will it wash fast? Is it easy to operate? Will it last? Will the manufacturer stay in business?"

On the succeeding pages each one of these points is effectively answered, but the company does not stop there. It arranges to get a cumulative effect by carrying a chart through the various pages.

After Question One has been answered, the answer is carried along on this chart and the same is done with each sales point. The result is that as the salesman tells his story he not only emphasizes the point about which he is talking but also the points that have gone before. When he finishes, the first point has been emphasized six times, the second five times, etc. By arranging these sales arguments in order

\* "The Why and How of the Graphic Sales Presentation," Sept. 1, 1932; "How to Develop the Graphic Sales Presentation," Sept. 22, 1932.

of their importance the company succeeds in driving home its story effectively.

How many salesmen, working under ordinary conditions, accomplish this very simple but very important task?

#### *Keeping the Prospect's Attention from Wandering*

There is one very important advantage that the graphic sales presentation has and that is that the prospect's attention is not allowed to wander. General Electric makes a big point of this in recommending its slide film service to refrigerator distributors' salesmen.

The manufacturer's salesman, working with dealers or purchasing agents, will have to work out his own devices. It is interesting to note, however, that some of the most successful salesmen in the country, either consciously or unconsciously, use various little tricks which focus the prospect's attention on the sales story and do not allow his gaze to wander out the window or to his desk where other business is waiting for him.

How many salesmen can dramatize a sales story effectively?

One of the most effective jobs that the graphic sales presentation does is to give drama and life to fairly prosaic sales arguments. Here again the salesman working without the graphic help can learn something from the sales portfolio.

Poets notwithstanding, the essence of drama is action. The tendency of the average salesman's work is toward the static rather than the dynamic. Recognizing this fact, the manufacturers in preparing graphic presentation by means of pictures, colored inks, and other devices make even the most static salesman's presentation have the breath of dramatic interest.

Kelvinator in showing the story of quantity buying and the savings in this activity made possible by the electric refrigerator, wastes very little time on words but uses pictures effectively. There is, for instance, a picture of a child buying a small quantity of asparagus from a grocer and opposed to this is a woman standing by the car as a grocer's clerk loads a large

order which she has just bought. Thus, by means of contrasting pictures and few words the matter of economy is dramatized.

The salesman who is working without a portfolio, of course, must substitute words for pictures. To coin a word, he must pictorialize his selling.

An effective way to do this is by means of contrast. In a very few words, the fewer the better, he can describe one situation and immediately contrast that with another situation.

This is just one method of putting drama into the sales talk and the skilful sales executive, knowing his own particular problems, can easily work out other effective methods which, by pictorializing sales talks, will add color and life to the work of any salesman.

Another thing that these graphic presentations do effectively is to spotlight the important sales points.

For instance, a presentation prepared for salesmen selling Maytag washing machines throws the glare of the spotlight on every sales argument. Pictorially, the machine is torn down and analyzed feature by feature. Striking photographs are used to center the prospect's attention on each of these points. Where the sales point is not on machinery but on such arguments as labor-saving and others, the company uses effective pictures.

#### *Spotlighting Sales Arguments Is Important*

Successful salesmanship is built on the ability to spotlight important sales arguments. The good salesman knows, either instinctively or because he has been taught, what are the things that will make people buy and gradually develops his powers of throwing a spotlight of words upon these important arguments.

Where many salesmen fall down badly is in their efforts to tell the sales story monotonously without any realization of peaks and valleys. The result is a dreary and ineffective presentation which loses the prospect's attention and, in the long run, works against the salesman's effectiveness.

The value of a good summariza-

tion of the sales talk has already been mentioned. It is just as essential that the salesman be able to tell the entire sales story.

The recognition of this fact causes many manufacturers to develop canned sales talks. With all of the weaknesses inherent in the canned sales talk it has proved highly effective in some of the most successful sales organizations in the country. The reason for this is that it does not allow the salesman to overlook any arguments and, frequently, it is the seemingly unimportant argument that makes the sale.

Few manufacturers will want their salesmen to cover the whole sales story every time they talk to a prospect. In dealing with new prospects, however, if the sales-

man can get the time he should tell the whole story and then observe, to the best of his ability, the arguments that seem to be most telling. These, in turn, he can emphasize. In this he has the advantage over the salesman who is slavishly following a graphic presentation or a canned talk.

Finally, one excellent reason why graphic presentations are effective is that they understand so thoroughly the prospect's problems. Every successful graphic presentation is built on a thorough understanding of why consumers buy.

The salesman who will follow with the same sympathy the dealer's problems will find that he is doing a much more effective selling job and he can do it without a graphic portfolio.



## A \$1 Museum

**I**N the last several years the Armstrong Cork Company has received many requests for displays and samples depicting the production of linoleum. These requests have come from schools, linoleum retailers and museums.

In order to fill such requests the company has recently prepared the Armstrong's Linoleum Education Exhibit which is sold for \$1. The complete manufacturing story of linoleum is revealed in this exhibit which comes in a black box thirteen inches square and one and one quarter inches deep. All the raw materials are housed in small boxes which can be removed for closer examination. Among others these raw materials include Virginia cork, cork scrap, cork flour, flaxseed oil, rosin, cement color pigment and burlap.

A descriptive text keyed to each compartment is pasted on the under side of the lid so that when the case is opened, one can identify the raw materials and the way in which they are fabricated to produce linoleum.

For the complete history of linoleum and its manufacture the company also supplies a comprehensive twenty-eight page booklet called "A Story of Floors and of



the Giant Who Hid in the Paint Pot." It is profusely illustrated to show the actual process of manufacturing linoleum.

"The display," says A. K. Barnes, director of advertising, "was prepared primarily for use by teachers but as soon as our merchants found out that it was available, many of them took advantage of it as a departmental display both for the education of their own sales force and as a means of attracting the interest of the consumer."

should  
hen ob-  
ability,  
be most  
can em-  
the ad-  
who is  
hic pre-

son why  
so thor-  
problems.  
presenta-  
n under-  
ers buy.  
I follow  
the deal-  
that he is  
e selling  
without a



## More Ayer

Renewal subscriptions for the following N. W. Ayer & Son executives were recently received: Wilfred W. Fry, Adam Kesseler, C. L. Rieker, F. L. Swigert. All told, the postman delivers 43 copies of the WEEKLY to Ayer every Thursday and 13 copies of the MONTHLY on every first of the month.

the Paint  
strated to  
of manu-  
  
K. Barnes,  
"was pre-  
y teachers  
ants found  
, many of  
it as a de-  
for the  
ales force  
acting the  
"

## Printers' Ink-lings

N. W. AYER & SON, INC.

PHILADELPHIA

PA.

*Editor of*  
PRINTERS' INK:

This is another of those letters—I suppose you receive lots of them—expressing a subscriber's regard for the PRINTERS' INK Publications. Perhaps I can outdo most subscribers, however, by saying that my letter of commendation might very well be signed by several hundred other Ayer men; certainly your publications are thoroughly read in this organization if the attempts to steal my copies are a criterion.

It is probably true that an ambition of every writing man is to edit a magazine or a newspaper. He knows (Divine Instinct!) exactly and unerringly how he will handle articles, illustrations and make-up. Well, if I were suddenly and inexplicably to become editor of PRINTERS' INK I believe I should keep it precisely as it is—newsy, readable, instructive and well printed.

Let me make one reservation. The WEEKLY would have in every issue one solid page of terse, amusing and tart comments upon the advertising scene. Sometimes a pungent paragraph will outdo an article in effectiveness.

H. A. BATTEN,  
*Vice-President.*

# PRINTERS' INK

*Registered U. S. Patent Office*

*A JOURNAL FOR ADVERTISERS*

*Founded 1888 by George P. Rowell*

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: AShland 4-6300. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GIO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
G. A. NICHOLS, Managing Editor  
ROY DICKINSON, Associate Editor  
C. B. LARABEE, Associate Editor  
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

E. B. Weiss	Andrew M. Howe
H. W. Marks	Eldridge Peterson
S. E. Leith	Don Masson
	Allen Dow

Chicago: P. H. Erbes, Jr.  
London: McDonough Russell

NEW YORK, DECEMBER 1, 1932

**Made In  
Japan**

With American markets being flooded with certain types of canned food, electric lamps and cheap hardware from the Orient, business is going to talk a lot about Japanese competition during the next few months. "Made in Japan" is fast winning the same kind of repute that "Made in Germany" had before the World War.

Already American manufacturers are beginning to strike back at this competition. One of the opening guns was fired by the Hygrade Sylvania Corporation in a campaign in newspapers with the fighting headline, "Buy American." PRINTERS' INK is informed that another important company in the lamp field is planning an aggressive campaign against cheap competition to break early in December.

Almost without exception the foreign merchandise that is causing the most trouble is cheap, ineffi-

cient and unsatisfactory. Its chief outlet is through cut-price stores or stores that make it a policy of selling cheap merchandise. In spite of this, the competition is having a demoralizing effect upon the price structures of standard, high quality merchandise.

American manufacturers cannot afford to meet this competition on its own cheap quality grounds. The American consumer in the long run demands good products. He may be fooled temporarily but eventually will turn back to products that give lasting satisfaction.

In that fact lies the chief hope of those manufacturers who are now feeling Oriental competition at its worst. In the meantime, however, there is a big advertising job to be done.

American manufacturers cannot afford to let down in their continual hammering home of the story of recognized quality.

**Trade-Marks  
vs. Gangs** If beer returns what sort of people will run the business?

When PRINTERS' INK last July published interviews with leading ex-brewers on what would happen in advertising if beer should return, the articles aroused much comment, were widely reprinted.

It will be remembered that at that time we estimated that approximately \$13,000,000 would be invested by brewers in advertising during the first year the Volstead Act was liberalized. Later we published news of the advertising restrictions in the present regulations which might make it difficult for brewers to advertise even if the Volstead Act were changed.

Again much interest was expressed by subscribers in this important phase of the effect of a return of beer on advertising.

Another factor has now come to the fore.

Last week one of the most prominent ex-brewers in America went to Washington to consult with Treasury officials on the help brewers might expect from them to offset gang activities.

In Chicago, New York, Philadelphia, Newark and other large

its chief  
the stores  
policy of  
In spite  
aving a  
e price  
quality

cannot  
ition on  
nds. The  
ong run  
He may  
eventually  
cts that

of hope  
who are  
competition  
meanime,  
vertising

cannot  
ir con-  
of the

returns  
ort of  
ill run

ast July  
leading  
happen  
ould re-  
l much  
nted.

that at  
hat ap-  
ould be  
vertising  
Volstead  
we pu-  
sing re-  
ulations  
cult for  
if the

was ex-  
this im-  
ct of a  
ng.  
come to

st prom-  
ca went  
lt with  
e help  
m them

Phila-  
er large

cities news has come of gang leaders who are buying up decrepit and dismantled breweries in expectation of early changes in the Volstead Act.

Long accustomed to forcing sales of their output by intimidation and blackmail, they do not at all like the idea that legitimate manufacturers, owners of well-known trade-marks, may again advertise and distribute a legalized product.

It has been reported that leading racketeers, grown rich on the present illegal beer traffic, have made complete plans to seize any possible legalized beer business.

"What Pabst and Ruppert say they will do, we are ready to beat them to," a well-known underworld character is said to have remarked in the presence of reporters a few weeks ago.

If the lame-duck Congress or the succeeding session should make changes in the present law, an immediate struggle between racketeers and makers of trade-marked beers might ensue, is bound to come, according to many observers and prognosticators.

Let us assume that a mild brew called Budweiser is legalized, sold through A. & P., Kroger and other chains.

Mr. Lop Eared Parino, gangster of Canarsie, who bought a decrepit brewery last week, sends his high-pressure strong-arm man to call on all chain stores, strongly advises them to buy Canarsie instead of Budweiser, suggests reprisals such as hot irons on feet unless chain-store buyers talk turkey.

Will the speakeasy racket work with legitimate outlets?

It has already, in the case of such harmless items as chickens, artichokes, celery and peaches. What effect will a trade-mark conscious public which prefers Budweiser to Canarsie, have on the potential situation?

Will people who see a trade-mark advertised every day be satisfied to have another product forced on them because retailers fear for their lives?

Will the gangsters start to advertise trade-marks of their own and will such advertising be accepted?

All these questions are beginning to interest many people in publishing and advertising circles.

The possible coming battle between the trade-marks and the gangs will be an interesting struggle to observe.

### **"My Old Policies"**

Eighty-six-year-old Henry C.

Lytton last week resumed control of The Hub, a great Chicago clothing store which he founded nearly fifty years ago. Back in those recent days when billion dollar business was the goal of so many he had sold it for \$7,000,000 to a syndicate which had absorbed other stores in various parts of the country.

Why did this "dean of State Street" at his advanced age choose again to take up the burdens of business?

In the answer is to be seen the reason why American merchandising leads the world.

"The store," Mr. Lytton said, "was not running according to the rules that we had laid down in the beginning and which made it grow to its present size. My old policies will be resumed."

That is what might well be called pursuing an ideal. There is something fine and dramatic and perhaps even a little heroic in Mr. Lytton's act.

It adds force to a thought we have frequently advanced in these columns, namely, the much-to-be-desired and very necessary money that a business makes is after all only symbolic of its success. Greater even than money is the business itself.

Mr. Lytton probably has more money than he needs. But whether he has or has not he puts it into the works for an opportunity again to operate under "my old policies."

### **Faith as of Washer- women**

When an old col-  
ored washer-  
man in Meridian,

Miss., loses her  
job with a family after years of  
faithful service, she buys space

in the classified columns of the  
daily newspaper.

When the owner of a boarding-  
house in Providence is told by the

young man who has occupied the third floor back that he is going to return to the farm of his father, having lost his job in the machine shop, she knows she has lost a customer and advertises in the newspaper for another.

Although she is low in money, she realizes that the only way to get a new boarder is to advertise, and she backs her faith in the power of advertising with some hard gotten cash.

Many a washerwoman has been known to invest her last \$2 in an offer to her whole city to take in somebody's washing.

Edgar Kobak, vice-president of McGraw-Hill Publishing Company and president of the Advertising Federation of America, mentioned the washerwoman in a talk he gave recently, and emphasized that we need more of the same kind of faith in high places in these troubled times.

It seems an excellent point to register at this time. Too often the big executive, never thoroughly sold on his advertising as an integral part of his business, reduces it or gives it up entirely just when he and his business need it most.

A little more of the same faith which inspires the washerwoman and the boarding-house keeper in their real and justified faith in advertising would do some of the big shots in the industrial world a whole lot of good right now and, incidentally, would help develop among other people the sort of faith and confidence that is so urgently needed.

#### *When the U. S. Takes the Profits*

Many advertisers these days with considerable well-founded trepidation are looking upon influences and conditions which pull down the producing power of their advertising. They see the army of the unemployed, the weakly functioning world-wide economic system, the cutting in half of the farmers' purchasing power and then rightfully consider that theirs is no mean task.

But here is something else for

them to mull over—something, too, that they can have a prominent part in correcting:

When an advertiser buys space in a publication he does so in the hope of making money. The cost is always certain and exact; he knows how much he is going to have to pay for the promulgation of his message.

But the return is always speculative; sometimes much money is made and again not so much, the outcome depending upon conditions and circumstances that are familiar to every advertiser.

If, however, the Government takes too much of this money which the advertiser makes out of the intelligent use of his purchased space, it thereby removes one of the major incentives for the buying of such space.

The advertiser wants to make money, does make it and then when he has settled with the Government finds he has not really made it after all.

Advertising is therefore an unprofitable procedure for him. Take away the main incentive, i.e., money making, and there is added another bold and large-sized question mark.

If the Government keeps on levying such an unholy tribute on business it is bound to have—or, expressed more accurately, will continue to have—a bad effect upon advertising volume.

This is something that comes right home to publishers, printers, advertising agents and other producers in the field; anything that pulls down advertising volume reduces their returns. It is more serious yet for merchandisers because it takes away the profits of their efforts. And worst of all is the effect upon the general public because it constitutes a steady downward drag upon constructive work and thus inevitably delays the return of normal business conditions.

When advertising languishes, no matter what may be the cause, the country as a whole limps along economically. This is no hair-trigger judgment either; it is a cold and candid statement of fact.

# SELLS MOST WHERE PEOPLE BUY MOST!

**NEW // OUTLOOK**

Edited by ALFRED E. SMITH

has a dominant reader influence in the major American markets. Where there is purchasing power, there is New Outlook circulation. It's people—not acres—that count in the effectiveness of a national magazine. Where there is the smoke of industry; where there is bustle of commerce—there is where the influence of New Outlook is most apparent—and most profitable for national advertisers. 200,000 circulation guaranteed.

\$ 6 5 0  
A PAGE  
UNTIL  
MARCH

FORMS  
CLOSE  
18TH OF  
MONTH  
PRECEDING

**OUTLOOK PUBLISHING CO.**  
**515 MADISON AVE. NEW YORK CITY**

Telephone PLaza 3-6969

# The Little Schoolmaster's Classroom

THE English long ago demonstrated their ability to do easily something that the average American manufacturer is quite uncomfortable in doing and seldom accomplishes well. This is the art of kidding one's own business in the public eye. A number of British manufacturers seem to prefer to do this themselves rather than to leave the job for humorous magazines.

An excellent example of how the thing is done skilfully is found in an advertisement by Bayliss, Jones & Bayliss, Ltd., manufacturers of ornamental railing and gates, hammered iron-work and other kinds of iron and steel fencing.

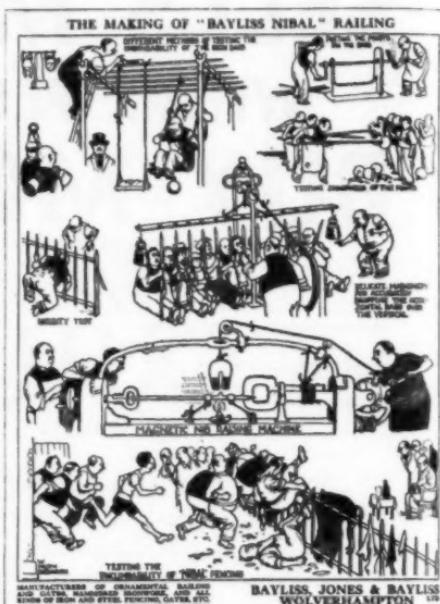
Instead of showing modernistic pictures of sweating workmen grimly handling seething metal bars, this company has gone to the realistic W. Heath Robinson. It is doubtful if he even so much as visited the plant. That would have interfered with his imagination and spoiled the fun.

The result is an amusing full page which, after all, probably means a lot more to the average consumer than a whole book full of factory shots.

\* \* \*

The voters in New York City who found seventy-odd ways to spell the name of Joseph V. McKee have nothing on radio audiences, if the experiences of Lehn & Fink, Inc., is any criterion.

For about two years, Pebeco toothpaste has been advertised on the air-waves and in each program it has been carefully spelled out. Yet, the company's fan mail contains such spelling as Pebigle, Pedalgo, Pebisco, Petipot, and



Publico. A gentleman from Chicago, whose name, Gorysiowski, contains more than its quota of the alphabet, achieved "Pepper goot."

If there is any moral to be drawn from the company's experience it is that no matter how simple the trade name the public consists of enough bad spellers so that an advertiser can never relax his vigilance in hammering home the name of his product.

\* \* \*

Customer good-will is always a valuable sales aid. But it is difficult to cash in on even the most cordial consumer relations in the case of products of high first cost which are built to last for a long time—for repeat orders are definitely *nil*.

There is a way to cash in on what might be called "suppressed good-will." Class member E. V. Walsh, general sales manager, The Timken Silent Automatic Company, who seldom, if ever, over-

# Say It With Advertising

THE happy and well-chosen slogan of the Poor Richard Club of Philadelphia which serves as head for this advertisement sounds like real common sense.

Why not let advertising tell the good news that various markets in the United States are now on the upgrade?

There is no better way to get the world astir than to stir America first. The way to stir this great country is to start something in each locality.

There is no better way to start activity in each locality than for the pub-

lishers in those cities to tell the news of men going back to work, of increases in payrolls, of better crops.

There is going to be bigger and better news to tell every week from now on. Better times will come as cities make them.

Say it with advertising. Tell the news of your market to manufacturers who are looking for markets.

There is one place in which a publisher who says it with advertising can be sure that he reaches a responsible and responsive audience. That is in the pages of the

## PRINTERS' INK PUBLICATIONS

# Cartoons

## *Are Friendly*

They gain immediate attention and place readers in a receptive mood. Advertisers seeking the favor of readers will do well to use cartoon illustrations. We recommend the services of cartoonists whose styles and signatures are immediately recognized by readers, thus, at the outset, assuring a receptive audience for your advertising. But, we can also offer the services of many others whose prices are lower.

We can supply cartoons in one panel, strip or page form, in various styles, at the lowest as well as highest prices. Ask for list.

**Fred A. Wish**  
INCORPORATED  
12 E. 41st Street, N. Y. C.

# MOVIES MAKE SALES

IN every business there are action, interest, romance—good selling points that movies can vitalize and turn into sales. Pictures put life and reality into your story—they bring out the compelling facts. Pathescope experts are creators of business-getting films. Get the facts. Write or telephone for our free booklet, "Making Sales with Motion Pictures."

**THE PATHESCOPE COMPANY  
OF AMERICA, INC.**



33 W. 42nd St.  
New York

Tel.: LOngeac 5 - 3185



looks a sales bet, believes in using the satisfied user as a source of prospects as well as testimonials.

"The repeat order is a negligible factor in our business," says Mr. Walsh, "but the right kind of salesman can count on at least five live prospects a year from every satisfied owner. Out of these he can develop a large proportion of sales.

"We consistently urge salesmen to canvass satisfied owners as a prolific source of new business. People like to talk about their oil burners, just as they did and still do about their automobiles and radios, washing machines and mechanical refrigerators—in fact, anything that tends to become a pet possession.

"Our wide-awake dealers and branch managers distribute lists of these owners among their salesmen and instruct them to contact a certain number weekly. Particularly in the first six months, when appreciation of the product is expanding with each new revelation of convenience in use, the satisfied owner is a valuable sales-maker."

The Timken company, the Schoolmaster is told, emphasizes the importance of the user-booster even in its training of new salesmen. On the third day of an "Eight-Day Training Program," dealers are told to "give the new salesman and have him study your list of users, so he can appreciate who the people are who have believed what you are telling him. See that he learns the importance of knowing who your prominent users are, by profession as well as district."

And it is the practice, on the first day after completion of the short, intensive training program, to take the new salesman out to one of the user-booster homes and let him hear that user extol the product. This experience, not only gives him a definite picture of owner-enthusiasm, but is also an object lesson in the proper way to contact an owner for the purpose of getting names of prospects, references and recommendations.

The user is also recommended as one of the subjects in weekly

in using  
source of  
monials,  
negligi-  
s," says  
kind of  
at least  
ar from  
of these  
portion

salesmen  
rs as a  
business.  
their oil  
and still  
iles and  
and me-  
in fact,  
ecome a

ers and  
e lists of  
ir sales-  
contact  
Particu-  
ns, when  
ct is ex-  
revelation  
the satis-  
e sales-

ny, the  
phasizes  
r-booster  
new sales-  
of an  
program,"  
the new  
study your  
ppreciate  
have be-  
ing him.  
importance  
rominent  
as well

on the  
n of the  
program,  
n out to  
omes and  
extol the  
not only  
icture of  
also an  
per way  
the pur-  
prospects,  
ulations.  
mmended  
n weekly

sales meetings. Suggestions for a "Quick Thinkers' Test" for salesmen, include this: "Name three users not recently contacted by you from whom you believe you could get prospects or to whom you could refer prospects, this week." If one man fails, another is asked, and so on until the question is satisfactorily answered.

\* \* \*

It is the Schoolmaster's undying faith in American business and its requisite tool, advertising, that makes it possible for him to wend his sometimes weary way to the Classroom every week. It therefore pleases him to see a member of the Class exhibit undeniable evidence of a similar faith in these two great institutions, as the Scohy Sheet Glass Company, of Sistersville, W. Va., has done, for instance.

The case of the Scohy company is perhaps worthy of comment. This company closed down its plant last June for what is known to the trade as cold repair. Despite the temporary cessation of production, the company did not sit back and rest its promotional oars as might have been expected, what with the current rumors of a depression. It continued instead with its usual advertising campaign, adroitly turning the copy into an institutional vein over the signature of Nestor R. Scohy, vice-president.

And further to exhibit its faith in business and its appreciation of the value of paid space the Scohy company, in the middle of its period of inactivity, contracted for additional space to talk about its tennis team, which had continued to function as usual through the summer.

\* \* \*

To the department stores, beyond dispute, goes the palm for being the greatest "resolvers" in the country.

They have "resolved" that undue emphasis on price in advertising is poor business—and continued featuring price. They have "resolved" that too much service is sheer nonsense—and then added a few more services. They have

## CENSUS SUMMARY FOR ALL CITIES OF 100,000 POPULA- TION AND OVER NOW AVAILABLE

Including—

- families with radio sets
- income tax returns
- families with telephones
- families with electricity
- constituency of popula-  
tion
- families owning own  
homes
- value of each owned  
home
- families renting homes
- monthly rental of each  
home
- total retail sales
- total wholesale sales
- retail food sales
- retail drug sales
- retail auto sales
- per capita retail sales
- number of persons per  
family

—conveniently arranged in tabular form for reference and re-  
search with regional break-  
downs by geographical areas.  
"A Summary of the United  
States Census" will give you at  
a glance all the important in-  
formation about the 93 largest  
markets unearthed by the most  
exhaustive census ever taken.  
Nowhere else are all these data  
to be found in a single book.

**PRICE \$2.50**

Send your check to E. KATZ  
**SPECIAL ADVERTISING  
AGENCY, 500 Fifth Avenue,  
New York. We will pay the  
postage.**

## Profitable Publicity

SUTTON & SCHIPPER, INC., March 25, 1932.  
 Gentlemen—Let me take this opportunity of thanking your organization for the splendid work done during our build-up and announcement campaigns. To write you just what I think of the calibre of your work would take many pages, and I will sum it up by saying—you know what to write about, how to write, and what you write is accepted and run in the various publications. Our check-up on Chicago Show activities shows us at the top in total lineage.

HUDSON MOTOR CAR COMPANY.

WILLIAM JAMES,  
*Assistant Sales Manager in Charge of Advertising.*

**SUTTON & SCHIPPER, Inc.**  
 Publicity in All Its Branches  
 232 Madison Ave., New York, N. Y.  
 Co-operation with Advertising Agencies

### OPPORTUNITY

A progressive direct-mail organization doing a national business wishes to solve its financial and production difficulties by an association with a printer or similar advertising concern. The character of their work precludes all competition and affords an opportunity for unlimited expansion.

A splendid connection for a firm needing additional business and added income without an increased expense.

"V." Box 223, Printers' Ink

**"Low-Priced Stocks a Buy?"**

Send for free copy

## Babson's Reports

and the famous  
**BABSON CHART**  
 Div. 69-77 Babson Park, Mass.

## Booklet Prices

Printed on 60-lb. M. F. Book Paper

Black Ink	5M	10M	25M
8 pages 6x9.....	\$35.50	\$59.00	\$135.75
16 " " .....	71.00	127.00	210.00
32 " " .....	136.00	219.00	410.00

### Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

**"GIBBONS knows CANADA"**

"resolved" that the returned goods evil is the curse of retailing and should be curbed—and then failed to do anything about it.

In this matter of returned goods, particularly, your mentor has observed that department store executives have waxed hot and furious—in convention debate—and then gone home and made it still easier for the public to make unwarranted returns.

The Schoolmaster, however, wants to record one exception.

Down in Dallas, Texas, the entire department store group got together a little over a year ago, formed a Return Goods Bureau Division of the Retail Merchants Association, formulated rules of procedure concerning returned goods, arranged to accept returns only through the bureau and then—strangely enough—stuck to the program.

As a consequence, the percentage of returns in one store, to total sales, for the first seven months the plan was in operation, was cut exactly in half. The average cut for the group was about 25 per cent. Thousands of dollars were saved.

The returned goods evil, about which the department stores have clamored so loud and furiously, is entirely of their own making. The solution is in their own hands. Co-operation, of the kind these Dallas merchants have not merely talked about but actually carried into practice, will quickly lower the terrific overhead cost of returned goods in any city in which it is honestly used.

### Joins Lawson-Wills

Arthur H. Leat has joined the sales staff of Lawson-Wills, Toronto, window display and counter card advertising.

### Acquires "Economics News"

The *Home Economics News*, Peoria, Ill., has been merged with *Practical Home Economics*, New York.

Ma  
 Cit  
 des  
 vice  
 tire  
 up,  
 qui  
 Sen  
 dist  
 We  
 18,  
 take  
 to r  
 GET  
 from  
 Mat  
 RO  
 cel  
 dress  
 Stat  
 lishe  
 RE  
 York  
 upon  
 LET  
 WH  
 LIT  
 QU  
 NO  
 Exp  
 free  
 and  
 man  
 expen  
 tions  
 Sale  
 ing a  
 Stat  
 pron  
 and  
 form  
 mate  
 fact  
 ness,  
 Eliz  
 mati  
 Box

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### ADVERTISING AGENCIES

**MAIL ORDER SPECIALISTS**  
Display and Classified ads written—  
Inserted All Magazines, Newspapers  
**MARTIN ADVERTISING AGENCY**  
171A Madison Ave., New York, Est. 1923

### BUSINESS OPPORTUNITIES

**Magazine Representation** in New York City. Established advertising office offers desk space, phone listing, intelligent service to reliable magazines. We cover entire Eastern territory. \$10 monthly and up, depending upon extent of service required. Let us help you grow. Box 658, P. I.

### NEWSPAPER FOR SALE

Semi-weekly located in Rocky Mountain district, altitude 5,000 ft. Prosperous Western key center town, population 18,000. Property worth \$50,000, will take \$25,000. \$15,000 cash and mortgage to reliable party. Box 662, Printers' Ink.

**GET YOUR SHARE OF NEW BUSINESS** from 4,000 new corporations located in Manhattan and Bronx. **ALREADY ROUTED** for your salesmen to call; excellent for direct mail also. Name; Address, Kind of Business; Capitalization; State and Month of Incorporation Published in **THE NEW CORPORATION REGISTER**, 47 West 42nd Street, New York City. Further details MAILED upon request.

### HELP WANTED

**LETTERING ARTISTS WANTED**—WHO CAN DO LETTERING ON LITHOGRAPHIC SKETCHES QUICKLY, SKILFULLY AND ECONOMICALLY. BOX 665, P. I.

**Experienced Creative Lettering Man**, free-lance, who can make rough layouts and also do finished work on sketches for manufacturer of window displays. Only experienced men with the above qualifications will be considered. Box 659, P. I.

**Sales Promotion Man**—Rapidly expanding oil company operating Gasoline Service Stations in New Jersey wants experienced promotion man. Must be able to create and produce direct mail, copy, and other forms advertising and sales-stimulating material. His work will bring him in contact with every phase of retail oil business. Excellent opportunity, headquarters Elizabeth, N. J. Write, giving full information, experience, age, salary desired. Box 664, Printers' Ink.

### WANTED

DISPLAY ARTISTS WITH GOOD SELLING IDEAS WHO WILL MAKE SKETCHES AT REASONABLE PRICES. BOX 666, PRINTERS' INK.

### OPPORTUNITY

4 energetic men from 25 to 45 years of age with sales ability and advertising experience to establish personal business without capital investment. Work is pleasant and profitable. Address letters, giving full details and references, to Louis F. Dow Co., nationally known creators of good-will advertising, St. Paul, Minn.

### MISCELLANEOUS

**Coyle's Type and Copy Computer** \$1 Compact, easy to use. Eliminates all calculations. Money back guarantee. Will handle all type, copy problems. J. Coyle, 1975 Walton Avenue, New York City.

### RADIO PERSONALITIES

ARE AS GOOD AS THEIR LINES; FOR FRESH IDEAS AND GAGS BY EXPERIENCED, AD-MINDED WRITER ADDRESS BOX 656, P. I.

### POSITIONS WANTED

**MAIL ORDER and DIRECT MAIL**—analysis, plans, dramatic, pulling copy, human-appeal layouts; splendid experience getting coupon, agent, C.O.D. and direct sale results. Box 667, P. I.

### EXECUTIVE SECRETARY

Young, attractive, competent. Five years' highest-type publishing experience. Excellent references. Opportunity more important than salary. Box 660, P. I.

**SUCCESSFUL WRITER**—Experienced in advertising, editorial booklets, fiction, technical. Makes attractive layouts. A "find" for direct mail concern—all or part time. Reasonable. Box 663, P. I.

### BOSTON AND NEW ENGLAND

Now is the time for the proper representation in this territory. My successful record and wide acquaintance will produce results. Box 661, Printers' Ink.

**EDITOR**—College graduate, four years with leading trade publication. Skilled in contacting trade; special writing, desk work, make-up, increasing renewals. Preferably part time. Available January 1. Box 657, Printers' Ink.

## Table of Contents

---

<b>Entire Line Is Repriced; More Advertising; Sales Jump</b>	
J. L. PEDEN, Director of Sales, Corning Glass Works, and C. D. LA FOLLETTE, Sales Manager, Pyrex Housewares Division.....	3
<b>Asks Consumers for a Vote of Confidence—and Gets It.....</b>	<b>10</b>
<b>These Salesmen Pay Expenses Out of Special Bonuses</b>	
JOHN F. BUSH, Jr., Vice-President in Charge of Sales, Puritan Soap Co....	17
<b>A Contest That Failed.....</b>	<b>20</b>
<b>As the Advertising Manager Said to the Sales Manager</b>	
H. J. EMPTAGE and ROBERT V. BEUCUS, General Sales Manager and Adver- tising Manager, John H. Woodbury Company and Andrew Jergens Company	25
<b>A Display Idea That Solved a Turnover Problem.....</b>	<b>32</b>
<b>"Buy American"—with a Reason Why.....</b>	<b>41</b>
<b>Something New to Talk About Every Trip.....</b>	<b>43</b>
<b>Hot Cereal.....</b>	<b>46</b>
<b>Advertising as a Fair Weapon in Competitive Selling</b>	
DON FRANCISCO, Vice-President, Lord & Thomas.....	51
<b>Death of H. F. Gunnison.....</b>	<b>56</b>
<b>Sales Letters That Dealers Like to Use</b>	
B. F. BERFIELD.....	60
<b>Mr. Batten's Blast Brings Call for Advertising Housecleaning</b>	
LEON KELLEY, Copy Chief, Fisher, Farnsworth & Co., Inc.....	63
<b>Four Sales Fundamentals for 1933</b>	
J. W. FRAZER, General Sales Manager, Chrysler Sales Corporation.....	68
<b>Giving the Secondary Product a Place in the Advertising.....</b>	<b>72</b>
<b>Christmas Cards Should Not Have Order Blanks Attached.....</b>	<b>76</b>
<b>What Salesmen Can Learn from Graphic Selling</b>	
DON GRIDLEY.....	80
<b>Editorials .....</b>	<b>84</b>
Made in Japan—Trade-Marks vs. Gangs—"My Old Policies"—Faith as of Washerwomen—When the U. S. Takes the Profits.	
<b>The Little Schoolmaster's Classroom.....</b>	<b>88</b>

Nothing that appears in PRINTERS' INK may be reprinted without special permission. The use  
of our articles or quotations from them for stock-selling schemes is never authorized.

# Keeping YOUR PLACE in the LINE



THE FELLOW who pokes along at twenty when the others are doing forty may get somewhere eventually, but the best pickings are likely to be all gone.

- If your competitors are keeping their names and their products before the public, then it's up to you to do likewise, or lose your place in the line.

---

BOOKLETS • CATALOGS  
FOLDERS • BROADSIDES  
any or all of these will help to do the trick.



**CHARLES FRANCIS PRESS**  
461 Eighth Avenue, New York, N. Y.

Telephone MEdallion 3-3500

**T**HE CHICAGO TRIBUNE  
DURING THE FIRST TEN  
MONTHS OF THIS YEAR  
PRINTED 2,278,945 LINES OF  
GENERAL ADVERTISING. THIS  
WAS 412,570 LINES, OR 22%,  
MORE THAN THE NEXT CHI-  
CAGO NEWSPAPER PRINTED.

**Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER

*Chicago Tribune Offices:* Chicago, Tribune Tower; New York, 220 E. 42nd St.; Atlanta, 1825 Rhodes-Haverty Bldg.; Boston, 713 Chamber of Commerce Bldg.; San Francisco, 820 Kohl Bldg.